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JAN 1 1951

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Sales Management

THE MAGAZINE OF MARKETING

IN THIS ISSUE

227 REASONS FOR SELLING— WHEN THERE'S NOTHING TO SELL

—for Top Brass of complacent or penny-wise companies. Page 37

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FIFTY CENTS



JAN • 1 • 1951

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S3

ONLY GREYVAN

gives 3 Way Assurance

of Finest Long-Distance Moving
of Employees' Household Goods

When you transfer personnel to other cities, keep their morale high by having Greyvan handle every phase of the move from start to finish!

That frees your employee from burdensome details . . . permits him to devote all his attention, energy, and enthusiasm to the important task of getting off to a flying start in his new assignment . . . makes it easier for him to accomplish the goals your company had in mind when they made the transfer.

Greyvan has long been noted for the unusually high standards of performance it maintains in every phase of the moving process. Now this outstanding reputation has been supplemented by the awarding of both the Parents' Magazine Commendation Seal and the Good Housekeeping Seal of Approval.

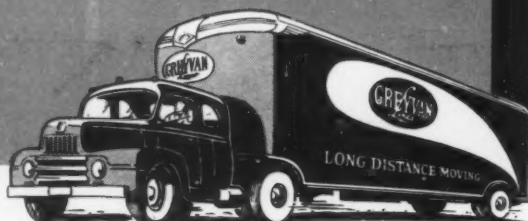
Greyvan is the only long-distance moving company in the world which enjoys this distinction!

Profit by the conclusions of these two great impartial fact-finding organizations and specify Greyvan for all long-distance moving of household goods for your personnel.



EXTRA CARE AT NO EXTRA COST!

The Choice of America's Leading Traffic Managers



*Bus Admin.
Hapson*

Greatest Selling Force

IN THE NEW YORK FOOD MARKET

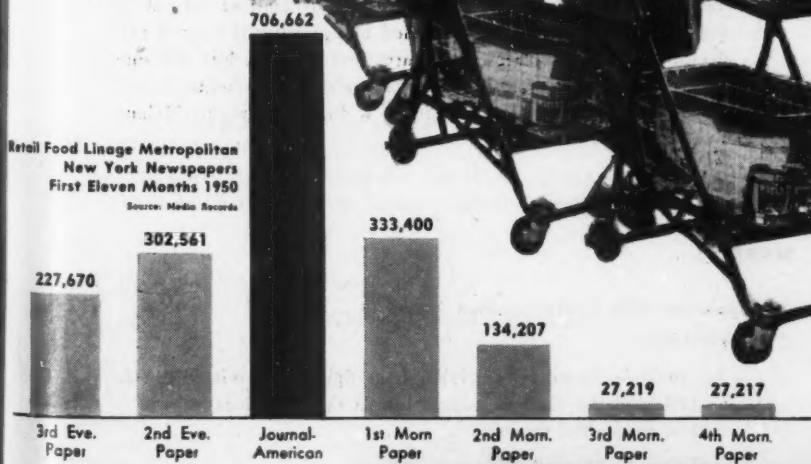
The Journal-American carries the largest
volume of retail food advertising
in New York history

SETTING new retail food lineage records
is no new trick for the Journal-American.
Every year new records attest to the im-
mense selling power of this great family
newspaper. And 1950 was no exception.

During the first 11 months of the
year the Journal-American published the
largest volume of retail food advertising
ever published in any similar period by a
New York newspaper. The Journal-American
now leads all morning papers combined
and all other evening papers combined in
retail food advertising . . . and has added
even more retail food accounts to its large
list of consistent advertisers.

New York retail grocers overwhelm-
ingly prefer the Journal-American — be-
cause they know from daily experience
that it is New York's most productive food
medium . . . that it pays off in volume sales
at the cash-register. Read in over 700,000
homes every weekday, the Journal-Ameri-
can really digs in and sells at the food-
consumer-level — at home in the evening.

Retail Food Lineage Metropolitan
New York Newspapers
First Eleven Months 1950
Source: Media Records



YOUR STORY STRIKES HOME
MORE THAN 700,000
TIMES A DAY

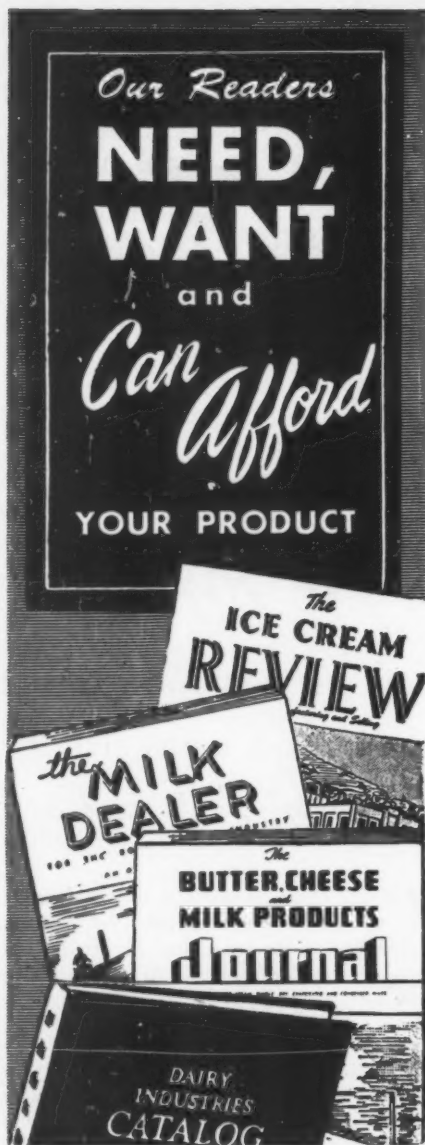
Journal  American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY
HEARST ADVERTISING SERVICE

JANUARY 1, 1951



No other industry is so consistently publicized, so rigidly controlled by health boards, so widely inspected by the public, and as a result so progressively maintained as the dairy industry. And because milk and milk products are necessary in the human diet and in demand during any economic condition, dairy plants are always eager TO BUY . . . ALWAYS ABLE TO BUY.

WHY OLSEN PUBLICATIONS?

Each Olsen Publication is tailored to a particular phase of the dairy industry. Each has the largest circulation at the lowest cost per thousand. ABOUT 75% OF THAT CIRCULATION IS IN THE "BUYING ZONE" . . . plant owners, managers, superintendents, etc. . . men whose principal interest is their business and how to make it more profitable. That's why Olsen Publications afford a plus-value in reader-quality, reader-response and reader-purchasing power.



WRITE FOR MARKET DATA

THE OLSEN PUBLISHING CO.

Publishers for the Dairy Industries
1445 N. 5th St., Milwaukee 12, Wis.

Sales Management

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Help Establish the Raytheon Brand

Belmont's chance to enter TV was slipping away . . . because its production (of private brand radios) was going to chains in areas still without TV stations. A dramatic sales policy switch.

By W. L. Dunn, Vice-President in Charge of Sales, Belmont Radio Corp.

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227 Reasons for Continued Selling—

Even Though There's Nothing to Sell

During any period of shortages some companies gain—and hold—a competitive edge over complacent or penny-wise competitors, who relax their selling efforts. These 227 companies make a lesson for the Top Brass.

By Philip Salisbury, Editor, SALES MANAGEMENT

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Each Man Competed with Himself

in Curtis' Dealer Contest

There were all the trappings of the usual kind of contest in the Helene Curtis promotion aimed at upsetting the usual fall decline in industry sales of beauty products . . . but this one made it possible for the "average" salesman to win.

By Walter Kaplan, Vice-President & Sales Manager, Helene Curtis Industries, Inc.

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Who would you pick as the key specifiers and buyers for industry?

In round numbers 14,000,000 people are employed in the nation's industrial plants. How would you go about picking the 60,000 who are most influential in specifying and buying equipment, parts, and material in all industries?

Industrial Equipment News found the answer, back in 1933, and has been perfecting it ever since. Like many solutions, the principle was simple enough, once you got it.

The answer was to publish a product information service of particular value to the men whose job it is to specify and buy for industry, then let those men *select themselves* by requesting this publishing service!

That is why Industrial Equipment News was founded, and that is the reason for its successful growth. Affiliation with Thomas' Register of American Manufacturers enables IEN to select the most active plants, and access to the daily TR reports keeps Industrial Equipment News up to the minute on changes in industry. In addition, superior editing has made IEN a must for the men who specify and buy—generally speaking the top operating, engineering and production men, regardless of their specific titles.

Proof of success is that over 92% of IEN circulation is by *reader request*.



Thomas Publishing Company
461 Eighth Avenue, New York 1, N. Y.

BRANCH OFFICES:

BOSTON • CHICAGO • CLEVELAND • DETROIT
LOS ANGELES • PHILADELPHIA • PITTSBURGH

Going after the FARM MARKET?

A Word from
COUNTY AGENT
CARTER
Can Clinch the Sale!

County Agent Rex Carter (right) of Uniontown, Pa., president of the National Association of County Agricultural Agents, having a fence post conference with one of Fayette county's leading dairymen.



Mr. Carter is a man whose influence with farmers is powerful enough to mean sales for you—or your competitor. And he's just one of the 20,945 County Agents, Vo-Ag Teachers and Extension Leaders who train and advise 6 million farm families.

County Agent Carter's help to farmers covers a broad field—soil management, land reclamation, pastures and legumes, corn borer control, dairy improvement, livestock and poultry production, agricultural engineering and economics, fruit and vegetables. His activities last year show the importance of his knowing *your* sales story—

- Made 603 farm visits
- Had 3,313 office visits
- Published 452 news articles
- Broadcast 483 radio programs
- Conducted 250 meetings and tours attended by 24,000 people
- Conducted 182 farm demonstrations
- Held 150 other meetings

County Agent Carter says: "I find **BETTER FARMING METHODS** a very practical medium of information for County Agents. I am especially interested in the special issues containing much help for Extension workers."

Keeping County Agent Carter and the other 20,944 key farm leaders well informed can help clinch sales for *your* products. Reach them regularly through *their* business magazine... **BETTER FARMING METHODS**.

CCA
20,945



Business Magazine for Leaders who
TRAIN and ADVISE Farmers

Better FARMING METHODS
WATT PUBLISHING CO., MOUNT MORRIS, ILL.



EXECUTIVE OFFICES, 386 Fourth Avenue,
New York 16, N. Y. Lexington 2-1760

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John W. Hartman Wm. McClenaghan
CHICAGO 1, ILL.
333 N. Michigan Avenue State 2-1266
C. E. Lovejoy, Jr. W. J. Carmichael
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15 East de la Guerra Santa Barbara 405
P. O. Box 419 Warwick S. Carpenter

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DIRECTOR.....R. E. Smallwood
SUBSCRIPTIONS MANAGER.....C. V. Kohl
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Merrill V. Reed, W. E. Dunsby, R. E. Smallwood

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Member
Audit Bureau of Circulations
Associated Business Publications



January 1, 1951 Volume 66 No. 1

10th Annual Advertising Competition

ENTER YOUR 1950

Merchandising Advertising Campaigns IN THESE DIVISIONS

DIVISION 1—Advertising to introduce new products or new packaging.

DIVISION 2—To sell product features and give product information.

DIVISION 3—To merchandise consumer advertising to the trade.

DIVISION 4—Advertising which makes the best use of multiple pages (3 or more consecutive pages in one issue.)*

DIVISION 5—To link merchandise with seasonal promotions.

DIVISION 6—To describe and induce the dealer to use sales promotion aids, such as window display pieces, price cards, counter displays, advertising mats, envelope stuffers, etc.

DIVISION 7—Institutional or general in nature, including sales training, endorsements, policy announcements, etc., and all other advertising not covered by the preceding divisions.

*Contest Rule No. 2 does not apply to this division. One one-time insert of three or more consecutive pages may be entered in the competition.

"Merchandising Publications" means business publications directed to wholesalers, distributors and retailers. Examples are: Chain Store Age, Electrical Merchandising, Corset and Underwear Review, and Retailing Daily.

In this Merchandising Advertising Contest, enter only advertising to wholesalers, distributors and retailers of products for resale. If your advertising in Merchandising Publications covers products bought by wholesalers, distributors and retailers for their own use, such as showcases, store fixtures, lighting equipment, business machines and delivery trucks, enter this advertising in the Industrial Advertising Contest in the appropriate product division.

28 AWARDS: 7 First Prizes and 21 Certificates of Merit
(First prize awards made at discretion of judges)

JUDGING AND THE AWARDS PRESENTATION WILL BE HELD IN NEW YORK

Advertiser or agency may enter is unlimited.

8. Awards will consist of certificates of merit for the business paper campaigns of 1950 which, in the opinion of the judges, are most outstanding. First prize awards, one in each division, will be made at the discretion of the judges.

9. The judges will be leading men in their fields, qualified to pass on the merits of entries. Their decisions are final and include the right not to grant an award in any division.

10. Entries must be postmarked not later than midnight, January 31, 1951. Address entries to Contest Committee, The Associated Business Publications, 205 East 42nd Street, New York 17, N. Y.

Enter as many campaigns as you wish

THE ASSOCIATED BUSINESS PUBLICATIONS



Founded in 1916

205 East 42nd Street, New York 17, N. Y.

Murray Hill 6-4980



The group of ABC-audited, paid circulation business publications which has been cooperating since 1916 to maintain and enhance the standards of business paper publishing, in the interest of the reader and the advertiser as well as the publisher.

JANUARY 31, 1951

JANUARY 1, 1951

The Human Side

"A NICE, HOME GIRL . . ."

How'd you like to have one ring *your* doorbell. It's simple—provided you live in Vallejo, Calif. Out there a local plumber has *two* nice, home girls ringing people's doorbells and is the plumber's business growing! These n.h. girls don't sell a thing. All they do, when the lady (or the fortunate man) of the house answers the door, is say, "I wonder if you'll let me paste a sticker on your water heater? Just in case, you know."

There are few women (or men) who are mean enough to take away, from a pretty girl, the simple pleasure of pasting a sticker on a water heater. And the sticker, which reads, "For service call Sam Baylinson, Appliance Plumber," sure brings in the calls when water heaters conk out. Sam repairs them if they can be repaired. And not infrequently he sells a nice, new shiny heater to replace the old tub.

Sam began his two-nice-home-girls crusade when he reasoned that because of the fact that in California rust plays havoc with water heaters there was a lot of business just lying around going to waste—or rust, if you prefer. But how to get it? The idea of sending out personable young ladies was a sort of divine inspiration.

Sam says that his sticker idea does at least six things for him:

1. He gets the call three times in four in plumbing appliance trouble.
2. He gets a new heater sale in many cases, because the family wants hot water again—right away.
3. He gets general plumbing and appliance trouble calls, and many repair jobs.
4. He sells other appliances through the confidence created by the first call.
5. His stickers give him a competitive weapon he can afford, although many of his competitors are bigger than he and can spend larger sums on radio and newspaper advertising.
6. Considerable new work in modernization and construction starts with a sticker, and confidence is created by his service. He gets a chance to bid where he'd usually be left by the wayside.

Sam has added a "gamble" with his sticker. Each housewife is given a number. "You just keep that. It's good for a year," says the young lady when she has put on the sticker. "You might be as lucky as anyone else."

Every week Sam holds a drawing for a cash prize. It

is only \$10, but the drawings are frequent. Nobody pays anything and, of course, every time anybody wins the 10 spot, neighborhood interest is rekindled. The winner's name and address are printed in Baylinson's newspaper advertisement each week.

In every way Sam Baylinson's sticker-girls are paying big dividends.

JUNGLE BREAD

If you reduce it to the lowest possible denominator, all the world's wars have been fought for bread. Oversimplification? Sure, but don't underestimate what man will do to get his daily bread. And don't underestimate the fact that even such a staple as bread has to be *sold*, especially in the U. S. where there is no bread shortage and where thousands of bakers—many of whom have large enterprises with hundreds of bakeries coast to coast—compete with each other. Most bakeries of any appreci-



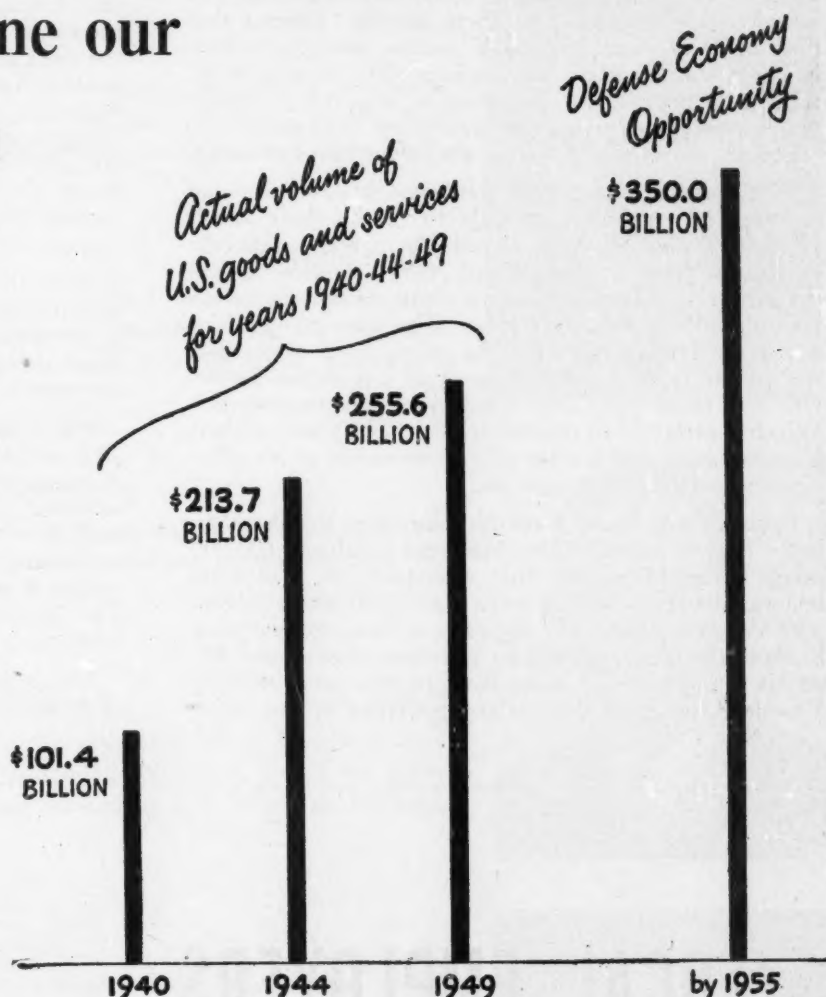
BREAD . . . don't take it for granted. In Dutch Guiana natives daily risk poisoning by making theirs of Cassava.

able size, advertise. But few have done anything as intriguing as Van de Kamp's Bakeries, Los Angeles, one of the West Coast's most prominent.

After years of careful preparation, and a large financial expenditure, Van de Kamp's has released a film, the fruits of an expedition into remote Dutch Guiana. The film is titled, simply, "Jungle Bread," and its theme is how people, the world over, have a basic, inner craving for some form of bread. Van de Kamp was not so much interested in showing how these natives lived as how they get their daily "bread." The film is a 20-minute, 16 mm. sound film which is available to service clubs, fraternal organizations, church groups, women's clubs, schools,

SALES MANAGEMENT

The **STRENGTH** of our *civilian* economy may well determine our *military* strength



The problem of arming America for defense poses this question:

Can we build adequate *military* strength without weakening our *civilian* economy?

Won't critical shortages and consequent cutbacks materially reduce our civilian production? When basic materials are cut back, durable goods—cars, refrigerators and the like—are most affected. Yet they represent only 13% of total consumer purchases. Even all-out war in '44 saw durable goods cut back only to \$7.1 billion from 1940's \$7.9 billion!

Shortly after Pearl Harbor the general forecast was that we would have to cut back the civilian economy we had then to 1933's bedrock \$56 billion.

By 1944, just the opposite proved true:

We had *expanded* our production for civilian consumption from pre-war's \$72 billion to \$112 billion

—and on top of that had added almost \$100 billion of war production.

And this in the peak of war!

Overall, this suggests that while building necessary defense, the nation should do *more* than "hold the line." It faces the opportunity to *expand* our economy . . . and by expanding it: *Provide a wider base for taxes, remove one of the basic causes of inflation, pay for more armament, and raise our standard of living.*

But to do so, we must have—not "business as usual" . . . but *unusual productivity*. Even though we have prac-

tically no unemployment, we can find the necessary man power by recruiting those not now gainfully employed.

Report points the way

While our economy *can* be expanded . . . this doesn't say it *will*. To meet this challenge, **business must raise its sights on productivity**—must get more results per man-hour in the factory, and in the distribution system. In 1951, business has epic tasks to perform.

You will find the *facts* that point to the potentialities of a \$350 billion economy contained in "MARKETING IN A DEFENSE ECONOMY." This report by Arno H. Johnson, J. Walter Thompson Company's director of research, is important to every executive. We are also making it available to universities, chambers of commerce, libraries and others interested in the study of marketing.



For your own copy write to the J. Walter Thompson Company, 420 Lexington Ave., New York 17, N. Y. Twenty-three other offices in strategic cities around the world.

charities, etc., free of charge. But back of the picture is an exciting story. Van de Kamp's executives had long felt that people took bread too casually. And so, four years ago this past Christmas, the bakery sent Botha Heibron to Dutch Guiana, a 6,000-mile trip from Los Angeles. He was gone for three months. During that time he lived—and ate—with natives, many of whom had not seen a white man before. By using gifts of trinkets, flattery, and friendliness, he was able to photograph these primitives as they went about their day-to-day existence, and as they prepared their own forms of bread.

The picture with which Heibron returned was an exciting story of man's struggle to get his daily bread. Heibron discovered—and filmed the process—that the natives, in order to make bread, were compelled to use the extremely poisonous Cassava plant as their source for flour. As Van de Kamp's says: "The manner by which the clever Djukas extracted the poison from these roots is a tribute to the creative capacity of a primitive people, who even today make their bread by this ancient process." Which is certainly an understatement: The Cassava plant is so poisonous that a little over three ounces of its milky liquid is enough to kill a person.

Since Van de Kamp made the film available for showings—free, of course—it has been seen by almost 100,000 people. The bakers say that attendance at a showing seldom falls below 75 and more than 1,000 people viewed it at Wilshire Ebell. The company sends a representative to show the film, arranges an attractive display and sets up his equipment. To make the film even more enticing Van de Kamp gives door prizes, presented at the native

handicraft table which is part of the "package."

In January of 1948, when the film was ready to be shown, Van de Kamp mailed an announcement to the presidents of 3,000 organizations in the county. After this mailing, and another one sent out two years later, there was a flurry of inquiries. Strangely enough one of the most appreciative groups which has seen the film was a blind one. The sound part of the film is so graphic that such an audience was able to follow the picture. Altogether more than 750 organizations have seen the film and it is now booked ahead to May 10 of this year. So far program requests are accepted only in the bakery's trading area, but requests have come from Australia, Canada, China, The Netherlands and Sweden.

With the advent of TV on a large scale, the film has been televised three times. And for three years, in addition to the thousands of adults who have seen "Jungle Bread," more than 90,000 school children have annually seen the picture.

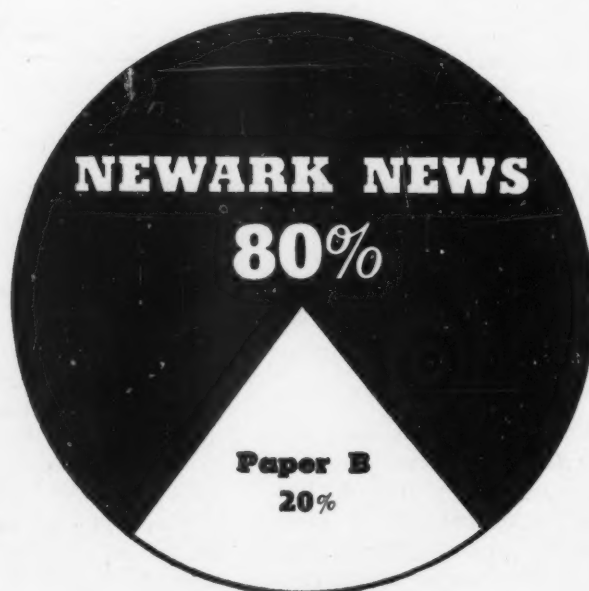
Has it helped the sale of Van de Kamp's bread? It has. The company does not release any sales statistics since it is impossible to tell how much, percentage-wise, sales have increased because of the picture and how much must be credited to an aggressive sales force and to other forms of advertising. But Van de Kamp has many impressive folders of letters from organizations and from housewives. The company believes that the picture has paid, many times over, for itself.

And most of the letters sound a similar theme: "I'll never again take a loaf of bread for granted!"

LOCAL EMPLOYERS

*know the paper that
reaches the working
people . . . in America's
11th Market*

Here's how they placed
their Classified **HELP WANTED**
advertising in Newark, N. J.
papers . . . first 10 months 1950



NEWS REEL



MELVIN W. HAINES

Is named to the newly-created post of merchandise manager of the Sloane-Blabon Corp. He had been with Armstrong Cork Co., Inc., since 1937.



ALISTAIR SEMPLE

Has been promoted from assistant to product sales manager of Nestlé Chocolate Bars. He has been with the makers, Lamont Corliss & Co., since 1940.



HARRY E. McCULLOUGH

Former assistant to general sales manager, is promoted to manager, radio and television section, for the Crosley Division, Avco Manufacturing Corp.



L. W. JANDER

A veteran of 16 years with Henry Disston & Sons, Inc., he is appointed sales manager of the Industrial Division, succeeding J. F. Wilkinson, resigned.



C. L. SCHNEIDER

Elected vice-president in charge of sales of the Fruehauf Trailer Co., he had joined the company in 1920 as a draftsman, transferring to sales in 1926.



JULIAN E. PARODI

Packaged Drugs and Foods Division sales manager of Home Products International, Ltd., subsidiary of American Home Products Corp., is named V-P.



TOLEDO SCALE CO.:

S. W. Bennett (left), named retail sales manager, will direct sales program for Toledo Scales and Food Machines for retail stores. D. J. Boudinot (right), now industrial sales manager, heads the sales of scales and special devices for industrial use.



V.I.P.

Complete portrait of the PRIME INDUSTRIAL MARKET

*illustrating in graphic form the breakdown of paid subscribers
to U.S. NEWS & WORLD REPORT and the jobs they hold. They
are Very Important People, authorizing expenditures for
Very Important PURCHASES that run into the billions.*

.....

In selling industrial products to factories, mills, mines and other business establishments, there are always groups of men who play an important part in specifying and recommending purchases of complete units or processed parts . . . these groups, illustrated here, are made up of men such as these—daily operating factors in the

PRIME INDUSTRIAL MARKET



EACH PANEL DENOTES 2,800

Total number of Presidents, Board Chairmen, Directors . . . all subscribers to U.S. News & World Report

28,472



EACH PANEL DENOTES 2,700

Total number of Vice Presidents, General Managers . . . all subscribers to U.S. News & World Report

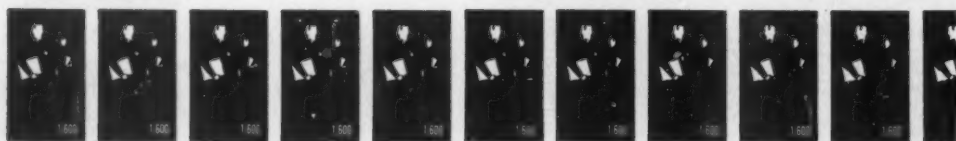
27,850



EACH PANEL DENOTES 7,300

Total number of Owners, Partners . . . all subscribers to U.S. News & World Report

73,666



EACH PANEL DENOTES 1,600

Total number of Treasurers, Secretary-Treasurers, Secretaries, & Assistants to General Officers . . . all subscribers to U.S. News & World Report

16,761

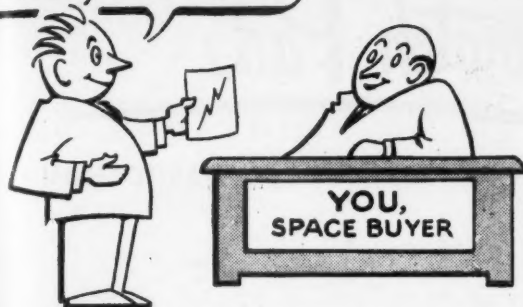


EACH PANEL DENOTES 2,900

Total number of Production, Operating & Maintenance Managers, Chief Engineers & Engineering Personnel . . . all subscribers to U.S. News & World Report

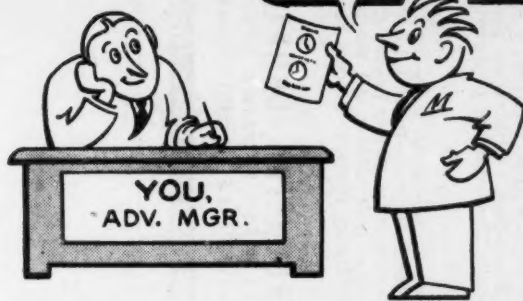
29,998

Lively and Alert



Advertisers like it because readers like it. Alert editing and lively make-up combine to give The Call-Bulletin its distinctive sparkle. Its forceful, modern outlook is backed by 95 years of experienced leadership, and today's Call-Bulletin has dash and dependability.

Time Advantage



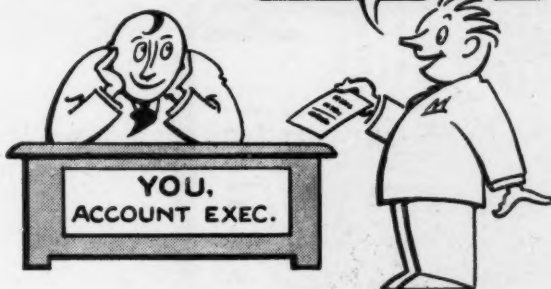
The importance of the time advantage in presenting "today's news today" is magnified for The Call-Bulletin due to its Golden Gate location. 5 p.m. in San Francisco is 8 p.m. in New York; 1 a.m. in London; 4 a.m. in Moscow—and news sources throughout the world are closed down.

Best By-Liners



Winchell, Pegler and Hatlo, to name just a few. Sokolsky, Lawrence, Haney and Powers . . . all the nation's greatest columnists, cartoonists and special interest experts are paraded daily in the newspaper that brings San Franciscans their best reading—gives advertisers their best buy.

Pudding Proof



Years of Call-Bulletin display lineage leadership prove that distinguished by-lines make the best buy-lines. Sprightly writing, prize winning pictures and complete departmentals give coverage to all interests—provide a rounded, authoritative background for all advertising classifications.

San Francisco Has Four Good Daily Newspapers

but

..... a Rep from any
Moloney, Regan & Schmitt
office can show you why

The Call-Bulletin Can Do The Best Job For You

THE CALL-BULLETIN

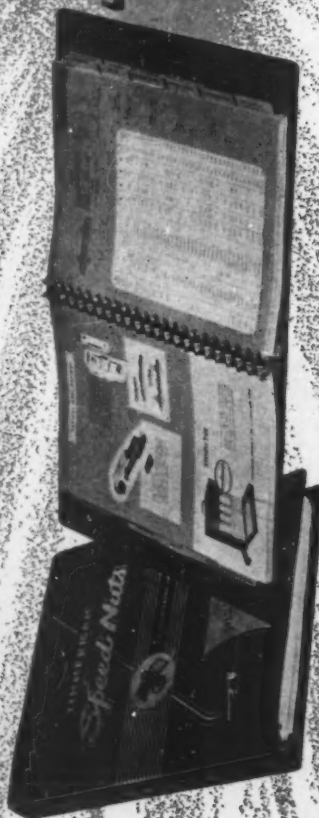
SAN FRANCISCO'S Friendly NEWSPAPER

Capitalize on the sales-power of "Show-How". It's good for your publication advertising — it's better for your catalog. The Timmerman Speed Nut catalog takes full advantage of "Show-How", illustrating product application along with technical information. The loose-leaf pages provide more "showroom" — for better display.

Heinn, originator of the loose-leaf system of cataloging, is the exclusive producer of Protecto-Process catalog covers. Protecto-Process loose-leaf covers give more years of service — retain their classic beauty longer than ordinary covers. Before you plan your next catalog, get the Heinn "Show-How" story and the facts about Heinn Protecto-Process covers.

HEINN
MILWAUKEE
THE HEINN COMPANY
326 WEST FLORIDA STREET
MILWAUKEE 4, WISCONSIN
ORIGINATORS OF THE Loose-Leaf SYSTEM OF CATALOGING

"SHOW-HOW"
— that's what
Makes Sales!



The Scratch Pad

By T. HARRY THOMPSON

Happy New Year, in spite of the way things look at the moment of romping to press!

Thing that sticks in my mind about 1950, aside from the ghastly war with threat of more, is the passing of such big names within a week or so of one another: Secretary Stimson, Al Jolson, King Gustaf V, Edna St. Vincent Millay, Oscar of the Waldorf, Julia Marlowe, George Bernard Shaw, and Michael Strange.

It was the year when union labor refused to follow dictation at the polls, which I think is a gain for purely democratic processes.

What is ahead? I'd rather not know! Wouldn't you?

POESY DEPARTMENT
(Howard Johnson Division)
Should Simple Simon
Seek a pieman
While going to the fair,
He'd now head for
A Johnson stand.
"Tis best," he would declare.

No, Tessie; the Sleep Shop wouldn't go for your slogan: "The Stupor Market."

CRITICAL MATERIAL: Book-review.

CALF HANDBAG: What the well-dressed heifer will carry.

I liked that quickie about the farmer with a bootblack son. He makes hay while the son shines.

Toward a more picturesque speech: "The new moon was a cut of honeydew melon."

W. B. McGill, versatile advertising director of Westinghouse Radio Stations, Inc., Washington, D.C., sends the column an autographed copy of his whimsical treatise on Wood Carving. Clever copyright-notice is dated "MCMWBMCGIL-LXLIX." You might have dedicated the little book to Whitler's Mother, Mac.

"Nothing gives an author so much pleasure as to find his works respectfully quoted by other learned authors."—Benjamin Franklin.

HEADLINE PARADE
The Cerfboard.—Title of column in "This Week" by Bennett Cerf.
Fifty-seven ways to make a lady say "yes."—Huyler's *Conversation Pieces*.
Electricity Comes to the Ozarks.—Article in SALES MANAGEMENT.
Service-stations for better banking.—"Banking Magazine."
Who believes business is too big—now?—N. W. Ayer.
Everything here is new! Everything new is here!—Packard.

Kasco Mills, Toledo, often puts its singing commercials on phonograph records. Latest to cross my desk has "Don't Be Afraid of My Doggie" on one side and "Kasco Square Meal Dance" on the other.

That's the crowd that recently observed that many a young man with both feet on the ground takes orders from a man with both feet on the desk.

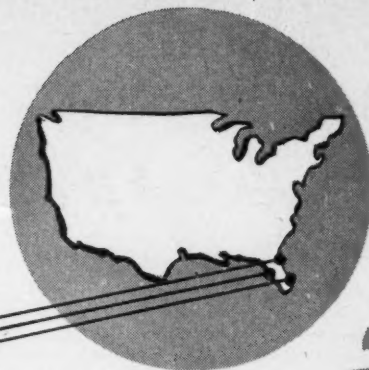
"Approximately 220,000,000 people speak English as their native tongue," says a newspaper-filler. And with widely varying degrees of accuracy.

A little ad talks to "men over 25 with thinning hair." Poor old guys!

SALES MANAGEMENT

WHEN YOU THINK OF

AMERICA



THINK OF

FLORIDA

and.. WHEN YOU THINK OF **FLORIDA**
THINK OF FLORIDA'S THREE BIG MORNING DAILIES!



If you manufacture, or advertise, a product you want to sell America, think first in terms of Florida.

You can feel the buying pulse of America in Florida — *and at lowest cost.*

Florida is a big local market with national buying habits. Its permanent population is made up of former residents of the other 47 states.

To sell it to America, test it in Florida. To test it *best* in Florida, use Florida's three big morning dailies. These three newspapers give you the diversified coverage you want — city, suburban and farm families—in Florida's three major markets and their rich trade areas where 78 percent of Florida's effective buying income is concentrated.

GROWING! GROWING! GROWING!

Here is a quick picture of Florida's amazing growth compared with that of the nation as a whole since 1940.

| | Florida Increase | National Increase |
|----------------------|------------------|-------------------|
| Population | 46 % | 15 % |
| Individual Income | 228 % | 160 % |
| Wages and Salaries | 236 % | 173 % |
| Business Income | 261 % | 173 % |
| Property Income | 151 % | 93 % |
| Farm Income | 277 % | 235 % |
| All Other Income | 251 % | 167 % |
| Retail Sales | 180 % | 210 % |
| Number of Businesses | 63 % | 21 % |
| Bank Resources | 247 % | 119 % |

FLORIDA TIMES-UNION

Jacksonville • National Representatives • Reynolds-Fitzgerald, Inc.,

TAMPA MORNING TRIBUNE

National Representatives • Sawyer-Ferguson-Walker Co.

MIAMI HERALD

National Representatives • Story, Brooks & Finley, Inc., A. S. Grant, Atlanta

Lowest Cost

Coverage in

Florida's Top Markets



Meet "Mr. Culture".

John Rosenfield
AMUSEMENT EDITOR DALLAS NEWS

Time Magazine (Dec. 4, 1950 issue) devoted almost two columns to present provocative John Rosenfield, who heads up The News amusement department, as "Mr. Culture."

Arts Go Lively In Dallas!

The achievements and cultural influence of Mr. Rosenfield in the Southwest are of such importance that publications of national and international scope consistently find him newsworthy.

And in the Dallas area of influence—that is, wherever *The Dallas News* circulates — Rosenfield's reviews and opinions are among the most read *News* features. Whether movies, "broad A" drama, concerts, night clubs, art museums, television, phonograph records, or Metropolitan Opera—in all things under his "lively arts" department, Rosy is, also, "Mr. Influence."

"MR. CULTURE" IS NEWS WITH THE NEWS MAKERS!

"Outside and inside his own bailiwick Rosenfield is recognized as the autocrat of the Southwest's cultural breakfast table."
—NEWSWEEK, Aug. 18, 1947

"If Dallas has a cultural dictator, the title certainly belongs to John Rosenfield, The Dallas Morning News' gargantuan amusements editor. Rosenfield is a great civic booster but never coddles inferior home products."

—LOOK MAGAZINE, Jan. 3, 1950

"John Rosenfield, a czar in matters dramatic and musical in the Southwest."

—THE SATURDAY REVIEW,
April 3, 1948



THE DALLAS NEWS HAS THE GREATEST COVERAGE IN THE BIG DALLAS MARKET

Dallas merchants reveal that 40% of their business is from outside of Dallas County. The *Dallas Morning News* with a larger circulation than any other Dallas newspaper in the 72-County Dallas Market, gives your sales message added readership in the "Dallas area of influence," with the added force of Dallas' most influential newspaper.

The Dallas Morning News

RADIO-TELEVISION STATIONS WFAA ★ TEXAS-ALMANAC

CRESMER & WOODWARD, INC., Representatives

New York • Chicago • Detroit • Atlanta • San Francisco • Los Angeles

That new organization, Fattie Anonymous, may have a slim chance.

I like the title of a parody written by a young Philadelphian and sung by him in night-clubs: "The Sweet-heart of Sigmund Freud."

Gabriel Heatter says you need \$1.75 to buy what \$1 bought before the war. The wallet is losing its wallop.

Jascha Heifetz was reported to have bought a "priceless Stradivarius". But, if he bought it, he must have paid a price, so the fiddle wasn't precisely priceless.

That was a dandy in *Spiced Tongue* about the chap who was "blowing off esteem."

Come to think of it, Eddie Cantor's father must have wanted him to become a Cantor, too.

If the Reds take Tibet, what happens to Shangri-la?

W. B. SAUNDERS COMPANY
Publishers

Philadelphia

Dear Harry:

Out on the road near the Albany Airport was a truck, rear wheel broken, and truck tilting in the ditch like the Tower of Pisa. Large lettering on the truck read: "Reliable Auto Service." Make something out of that!

Sincerely yours,
Jack (Lutz)

Local store advertises "Shoes to live in." Like the Old Woman Who?

The Milwaukee city council has banned pea-shooters. I thought they went out with the high-wheeled bicycle.

Judging by the plethora of velocipedes, scooters, express-wagons and such, a suburban apartment-development near me might be called "Toys Town."

The RFC is seeking alcohol for rubber plants. Many a cocktail has been dumped surreptitiously into a rubber plant, that's for sure.

SALES MANAGEMENT

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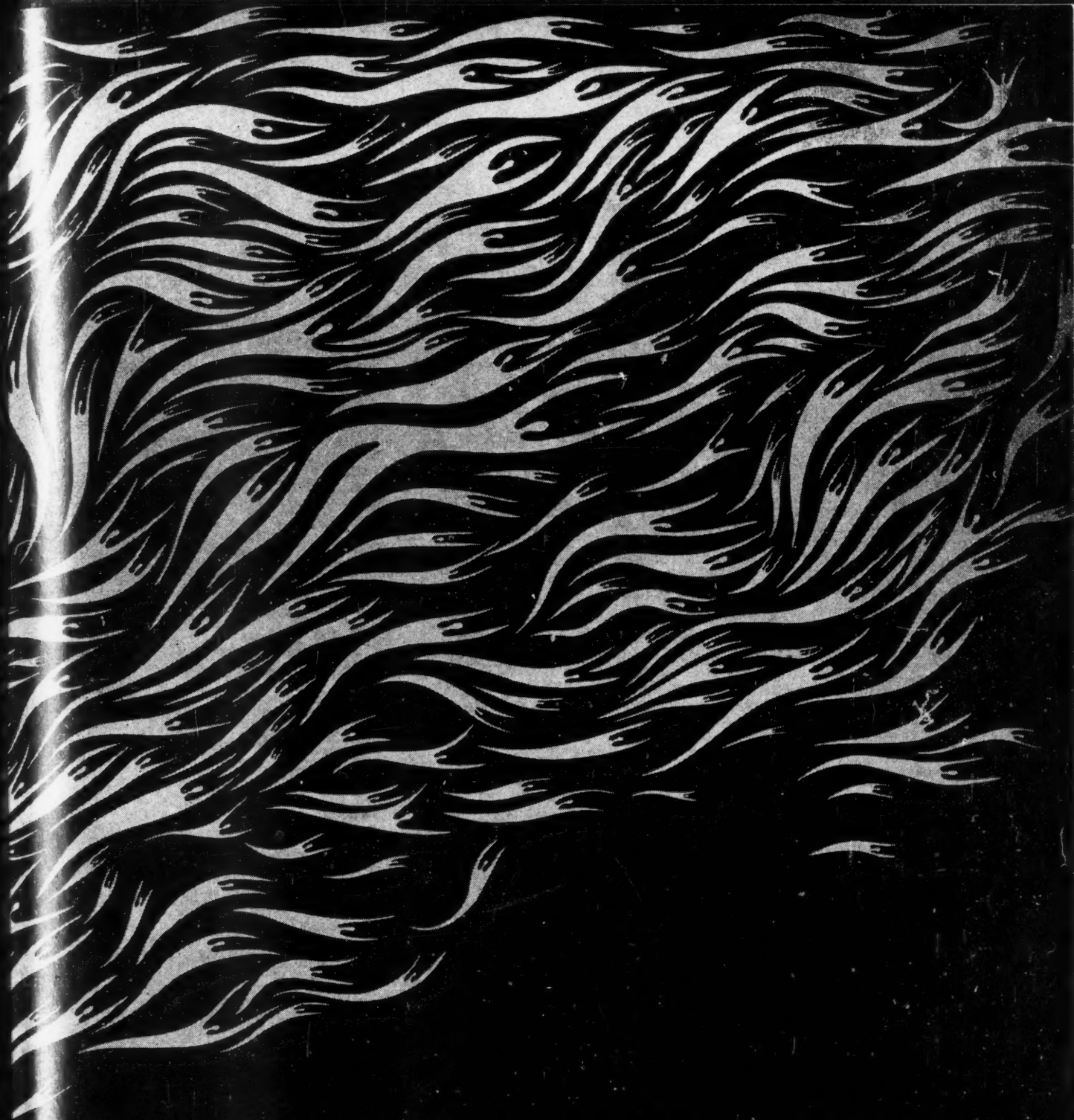
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Radio reaches almost everybody. For there is a radio set in 95% of all American homes. Week after week, more people listen to radio than regularly read all the newspapers or all the magazines in print. Nowhere but in network radio can an advertiser command such an audience for his message. And nowhere in network radio can he reach so many at so low a cost as he does through the Columbia Broadcasting System.

What is THE MARSTELLER CO.?

The Marsteller Co. is a new marketing consulting organization. From it you can buy only two commodities—

Ideas

Facts

Both highly perishable; both often difficult to come by.

Those of us who *are* The Marsteller Co. are, by some standards, rather young. Young enough, anyway, to have some ideas that haven't been trampled to death by superstition or tradition. Young enough, also, to believe that there are lots of new ideas in marketing yet to be profitably explored.

Yet, we've been around long enough to pile up a good deal of experience selling, promoting, advertising and analyzing a wide variety of products and markets.

Perhaps that's why, even before we opened our doors, we had been hired by some successful and well-known manufacturers, advertising agencies and publishers to feed them marketing ideas and to isolate marketing facts about their businesses.

We have no geniuses.

We do have some hard workers, who can spend as much time—uninterrupted by the thousand business details that plague you—as you want working on and thinking about the marketing and promotion end of your business.

Out of that usually come some valuable ideas and dependable facts.

Would you like to talk about it?

**THE
MARSTELLER
CO.** *Marketing Counsel*

612 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS
Telephone Michigan 2-3919

WASHINGTON

Bulletin Board

WHITE HOUSE

► During the war Senator Truman who headed a famous investigating committee, didn't like the way things were run. The Armed Services were allowed to compete with each other as they went out to buy. The Senator railed at Donald Nelson to take charge; Nelson wouldn't. Now there's a new setup, headed by Charles E. Wilson, which is precisely the kind that the Truman Committee used to recommend.

Wilson is in charge of just about everything: uses of materials, price and wage ceilings, shipping—even when and where the Armed Services buy. If there's equal demand by, say, the Air Force and the Navy for radar, Wilson will decide between them. Yet, Wilson isn't a military man and in the general run of cases will probably let things rest as they do now—with Secretary Marshall.

Just how the new setup directly affects those who deal with the Government can't be judged until it has been in operation a while. Officially, Wilson is supposed to be only a Government man dealing with other Government men and not with the public. When he was in the WPB, Wilson could get on the telephone and find the steel or copper Defense contractor needed. His background and temperament suggest that he won't stay in an inaccessible office, formulating high policy doctrines only remotely connected with the common business of manufacture and sales. It's also doubtful that he'll let himself become a personal tribunal for those who don't like agency orders.

► The Emergency is mainly exhortation; it doesn't by itself greatly affect anything. Congressmen had urged that it be declared for the good reason that they themselves were being asked to vote quickly for enormous budgets, higher taxes, etc. They wanted the word "emergency" tagged to the obvious state-of-affairs in order to justify all this.

There's a long list of detailed legal affects: most of them concerned with obscure things. As you look through it, it becomes patent that these were not motivating purposes. There are a few that are important to businessmen:

1. Government orders, military and civilian, that previously had to be advertised to bidders may now be negotiated. This saves time for the Armed Services. For businessmen, it puts a premium on direct salesmanship.

2. The Government can suspend application of the working time rules previously applied to its contracts. This will be done to hasten delivery.

3. Radio and TV stations can be seized by the Government, their equipment taken over, etc. Nothing suggests anything of the sort being done.

NATIONAL PRODUCTION AGENCY

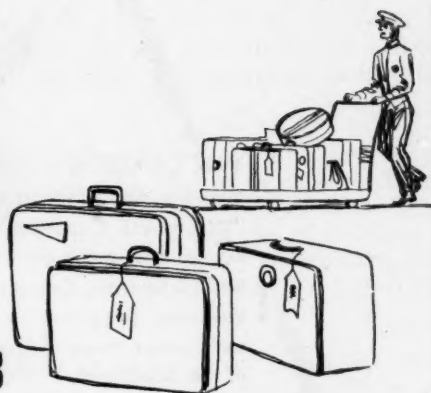
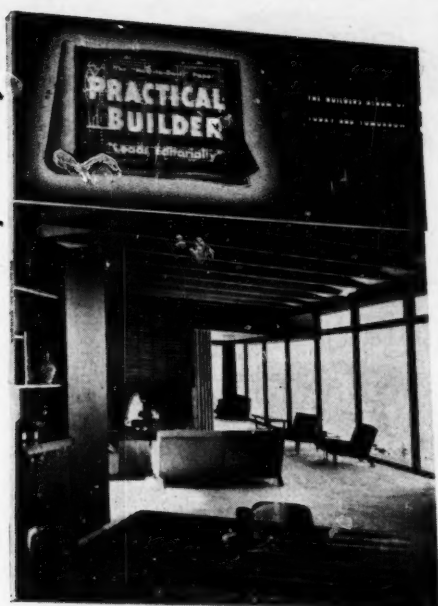
► NPA orders stand, the agency's shift from Commerce to the new Office of Defense Mobilization notwithstanding. You deal with the same NPA officials as before.

NPA's way of doing things, it's supposed, will change; maybe its controls will become more comprehensive faster than otherwise.

► The agency has gotten down to dealing with the manufacturers of the scores of products using a given scarce metal: silverware, washing-machines, etc. They are being warned to search for substitute materials.

► A copper order, now being drafted, will curtail manufacture of usual housing fixtures and so may delay new construction.

► In barring the use of a scarce metal in civilian products, NPA officials promise reasonable time between the issuance of an order and it's becoming effective. This was done in the case of aluminum. It's obvious nevertheless that salesmen must not

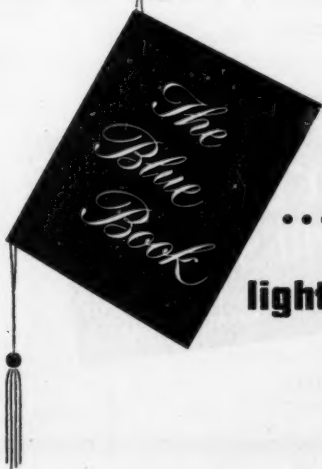


You go first class when you go PB

*There's an inner sense of satisfaction when you travel
first class...riding the top planes and trains...rubbing
elbows with people who are "up there" too. Advertisers in*

practical builder *have this same feeling of pride
and prestige. They know they're traveling first class*

*every page of the way. They know when you're in PB...
you're in! Want a through ticket to the light construction
industry? Any PB representative will be glad to book you.*



**...of the
light construction industry**

INDUSTRIAL PUBLICATIONS, INC., CHICAGO

*The successful
Keep Selling*



WM. CAMERON & CO., WHOLESALE — outstanding Texas millwork and building material distributor says:

"We in the Cameron organization have profited and will continue to profit from your sales program."

Russell Todara, Cameron executive, advised that ideas from this sales program "will be of great value to the 6,600 retail lumber dealers, architects and contractors" they serve in the Southwest.

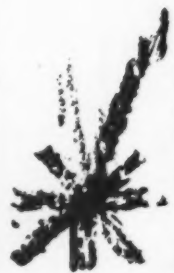
Put this program to work for you today. Write or wire

ROBERT PALMER CORPORATION
SALES COUNSELORS

521 Fifth Avenue
New York, N. Y.

El Presidio
Santa Barbara, Calif.

20 E. Jackson Blvd.
Chicago, Illinois



Seven great news services...outstanding sports and financial coverage...17 of America's most popular comics...9 local and 23 top-flight

Editorial Vitality

syndicated features including Walter Lippmann, Bugs Baer, Drew Pearson, Eleanor Roosevelt, Alice Hughes, Susan Parker, Hedda Hopper, Victor Riesel, Ed Sullivan, Joseph and Stewart Alsop and many others...give the Courier-Express an editorial

vitality which has made it Buffalo's best liked and best read newspaper.



*It Gets Results
BECAUSE*

It Gets Read Thoroughly.

offer the delivery of products up to usual standard too far off in the future. In the case of copper products, NPA men were talking about allowing three months, during which production methods could be changed.

ECONOMIC STABILIZATION

► The first pricing order, covering autos, was officially justified solely as one means for holding back the inflation. The price cuts, it was said, won't curtail output. It's possible that the point-of-view of the Agency may be changed under Wilson.

Price curbs may be ordered precisely with the purpose of holding production down. During the war, WPB every now and then asked OPA to impose a ceiling, just in order to make an industry unattractive to capital.

► The first pricing order, covering autos, contains these points:

1. The word "price" means the mill net. However, freight, excise taxes, etc., must be absorbed if absorption was the rule December 1.

2. The invoice must list the charges.

3. The price is fixed for each class of buyer.

It's interesting to notice that freight absorption and trade discounts (point 3) have been frozen.

DEFENSE

► The method of buying, it's said, will be changed quickly. The Armed Services will look for territory in which there's least labor shortage and some available plant, and negotiate deals. Labor Department had been pressing such a system, but until an emergency was declared, the law required advertising for bids on a great many products.

► A good deal of the current expenditure is to build up plant. Also, the Armed Services is getting a start on things that take a long time to produce. There's less emphasis than during the war on weapons to be delivered at once.

Depending, of course, on what happens in Korea, this suggests that personnel won't be built up very far beyond present plans: You can't induct men before there's equipment for them to use.

However, through the first half of 1951, the Armed Services may ask for several new appropriations with which to buy equipment at once. It depends on the course of the war.

SALES MANAGEMENT

SIGNIFICANT TRENDS

As seen by the editor of SALES MANAGEMENT for the fortnight ending January 1, 1951

ONE THING IS SURE: TAXES

Whether we are heading into war is still a question mark, but there's no doubt about the *cost* of either a preparedness program or a war program. We will pay a big share of it on a pay-as-we-go basis, which means much higher taxes.

No truly patriotic and honest citizen will try to *evade* taxes which the law says he should pay. But our obligation stops there. It is not unpatriotic to take advantage of every legitimate deduction.

A recent issue of Business Reports, Inc. (a subsidiary of J. K. Lasser, famous tax expert) covers details on handling of traveling and entertainment expenses for both executives and salesmen, so that tax examiners will allow the deductions. Since most companies have tax experts well qualified to advise them on corporate tax statements, we will discuss only the problems of the *individual* taxpayer.

According to Lasser—who should know—it is important to *establish the duty of an executive or a salesman to bear expenses not reimbursable to him*. "Tax examiners tend to claim that business expenses claimed by the employee are not really his expenses, but those of the company. Then, the employee is not allowed to deduct them on his return. Recently, a salesman for Time, Inc. succeeded in establishing the right to deduct expenses incurred by him personally. He was helped by a memo from the Time management. It stated that Time salesmen are paid high salaries because their jobs make demands on a

man's time, which cannot be accounted for 'minute by minute and penny by penny.' The memo went on to specify that Time did not expect 'an expense account for every phone call, every taxi ride, every luncheon and every drink bought by a salesman in the course of his business and social existence. A policy statement like this helps sustain an executive's right to deduct his personal business expenses.'"

Fully as important—keep *detailed* records. "Even where the right to an expense deduction is established, the tax examiners and the courts are constantly disallowing deductions because there is no proof of the expenditure, its amount or its business purpose. Here are the best techniques for building a record in support of travel and entertaining expenses—

"(1) Note details of appointments on your calendar or diary—names, places, purpose of meeting, amount and nature of expense. File this with copies of your return.

"(2) Keep a separate diary or expense book.

"(3) Set up a folder to collect receipts, stubs, bills and your own scrap notes to support cash expenditures.

"(4) Dictate brief memos stating the type, the amount and the purpose of all significant amounts you expend for business travel and entertaining.

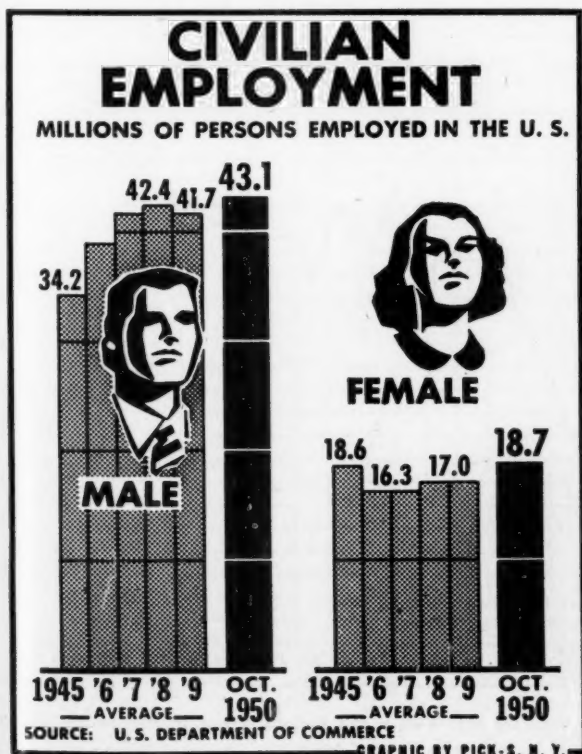
"Here's a hint for those of us who are careless about this kind of thing. Hand this memo to your secretary or bookkeeper. Tell her to enforce the discipline necessary to support your entertaining and travel deductions."

Lasser has the following to say under "arrange for reimbursement."

"Executives and salesmen who are employees can best get tax credit for their entertaining, on top of the standard deduction, by arranging for reimbursement as part of their compensation. They report reimbursements and deduct the offsetting expenses. Reimbursement may be a fixed allowance over and above salary or merely the right to put in expense slips. A smaller salary or commission rate, plus expense allowance, frequently produces more 'take home pay' than a higher salary or commission rate with no expense allowance and no tax credit for expenses except 'travel away from home'."

Those employees who take the standard deduction must remember that they give up all actual expenses except traveling away from home and "expense reimbursable by your employer." The Bureau limits "away from home" to overnight trips, but the courts seem to be allowing any proper travel expenses on business trips to another city—but not the costs of traveling about a city and its suburbs.

Salesmen and others who draw pay from a single company can take all actual expenses *plus* standard deduction only if they qualify as independent contractors. "The fact



that your pay slip shows no social security deduction is no longer a reliable guide as to whether you are an independent contractor. To be safe in deducting actual expenses plus standard deduction, get some form of written agreement recognizing that you are responsible for results but remain free in the use of your time and in your method of operation."

RECORD INDUSTRIAL EXPANSION

Countering the expected drop in the building of new homes is a tremendous increase in industrial construction. The Department of Commerce and the Securities and Exchange Commission have been surveying the nation's industries, and report that in the first quarter business will invest \$4.8 billion in new factories, machinery and equipment.

This will be 30% greater than during the same 1950 period, and even greater than in 1948 when industry invested \$19.2 billion in the full year to replace war-worn equipment and to expand to meet growing markets.

The Air Force will spend \$6 billion this year for new planes and related equipment. In the fortnight eighteen steel companies received permission to spend \$470 million on expansion, and Henry Ford announced plans for a \$1 billion expansion of plant facilities over the coming three years.

SM HAS A CHILD

SM is flattered to have a foster child adopted in its name this Christmas season. For the past three years the New York advertising agency, Kenyon & Eckhardt, Inc., has asked its clients to adopt one or more foster parent children in the name of newspaper, business paper and radio editors to whom some of them ordinarily send more than a greeting card.

This year K&E clients, the Ansul Chemical Company and the National Broom Manufacturers are each adopting six children who will be fed, clothed and given useful (and sometimes just entertaining) gifts for all of 1951. . . . To those who might care to consider such a plan for 1952, the arrangements for these "adoptions" can be made through Foster Parents Plan for War Children, Inc., 55 West 42nd Street, New York, N. Y.

A GOOD CONVENTION PLAN

The Stecher-Traung Lithograph Corporation's sales meetings this year-end were more interesting to the men and more packed with substance than ever before because of a change in timing of the organization's executive conference.

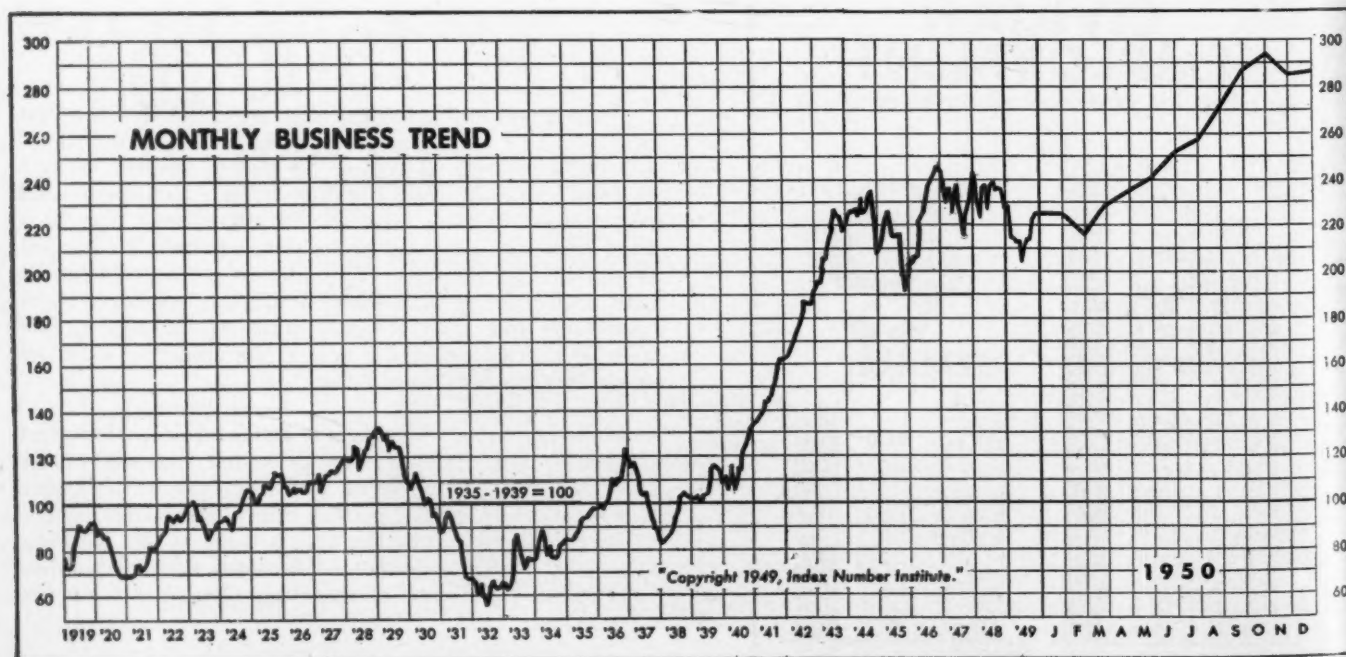
According to Hal W. Johnston, Executive Vice President and Director of Sales, it's important to keep away from everything "iffy" when you hold a convention. Tell the men exactly the way you see the year ahead, what you will do, what they will do. That goes even if the future is as muddled as the present, and alternative plans are discussed.

This year the top brass of the company got together for a full week at the Edgewater Beach Hotel in Chicago and thrashed out everything they could see ahead. Thus they were able to bring fresh executive thinking and solid decisions to the sales division meetings which followed in Rochester and San Francisco.

A PERSONAL NOTE

The January *Harper's*, on the stands January 3, has an article by your editor called, "Yankee Salesmen At King George's Court,"—a story of the "invasion" of Britain last March by the 11-man team representing National Sales Executives, Inc.

PHILIP SALISBURY
Editor



The Business Trend declined to 285 in November, 1950. Decreases were registered in both Business Spending and New Orders.

Preliminary estimates of the Business Trend for December indicate a slight increase to a level of 286.

GENERAL  ELECTRIC

HAMILTON
BEACH

LEWYT



Westinghouse

Lewyt barged right in when he found the competitive door open.

227 Reasons for Continued Selling— Even Though There's Nothing to Sell

BY PHILIP SALISBURY • *Editor, Sales Management*

During any period of shortages, some companies gain—and hold—a competitive edge over complacent or penny-wise competitors who relax their selling efforts. The alert ones usually do it by selling ideas if they can't sell products, offering helpful services, and readying improved products.

The hour of decision is coming up. The place and the problem: meeting of the policy committee of the XYZ Company. The problem is summarized as follows by one of the executives: "Because of materials shortages and our Government orders we can't do any active selling. We have firm back-orders for everything we can supply to private industry in the foreseeable future. Under these circumstances shouldn't we more or less take a vacation from selling?"

Several agreed at once that sales efforts should be relaxed. "Stockholders would appreciate increased dividends which would be possible if the sales, promotion and advertising

budgets were slashed. . . . Such savings could be applied against the plant modernization program. . . . Or cash reserves could be built up, to be plowed back into selling when there is a need. . . . And besides, what's the use of selling something we don't have? . . . Our men would only annoy customers if they show up but are unable to supply wanted goods"—etc., etc.

The V.P. in Charge of Sales had scattered support for his arguments in favor of keeping the sales department strong and vital. The meeting was adjourned without a decision, a sub-committee being appointed to bring in a recommendation for action

during the following week

Similar meetings are being held—or are about to be held—in the offices of XYZ's principal competitors and, if the 1942-1945 history repeats itself, some companies in every industry will decide to take a vacation from selling, while others will not relax at all, and these latter will gain a competitive edge which will be apparent when the industry and the country get back to normal. True, they, too, may have little to offer in the way of *products*, but they will find no dearth of ideas to sell, or helpful services to offer.

There's no need to name names at this time, but every reader of SALES MANAGEMENT can recall instances where relaxed selling efforts during the last great oversold period resulted in leaving the competitive door open a crack,—and uninvited guests barged in, and stayed.

Yes, those who took a vacation from selling "saved" money in such ways as:

1. They made no attempt to replace salesmen.

2. They dropped all sales training programs.

3. Sales and market research activities were discontinued.

4. Advertising (consumer and trade) was curtailed.

5. Travel was cut to a minimum.

6. Civilian goods available were allocated to a few choice customers.

7. They assumed that "pent-up" demand would be so great that people would be satisfied with old models.

And those are just a few of the "savings" that are possible if the "short-range" policy is adopted.

Here on this page are 227 reasons why companies should STOP-LOOK-LISTEN before deciding that it would be smart to take a virtual vacation from selling.

Actually, the 227 reasons are the names of 227 companies.

In the three years 1938-1939-1940:

- (a) These 227 companies were not in business.
- (b) Or they were so small that they did no advertising.
- (c) Or, if they advertised at all, they spent less than \$25,000 in general or farm magazines in any of the three years.*

Ten years later, in 1949, every company on the list spent \$100,000 or more in general or farm magazines. The compilation was made by the Magazine Advertising Bureau

Many of these companies now are big, powerful and profitable because competitors left the door open.

**(Editor's note: Advertising investments of these companies in other media not available.)*

from records of the Publishers' Information Bureau.

But let's not exaggerate. A few of the companies are in industries which did not exist in 1940. TV is such an industry. A few others were big enough 10 years ago to have afforded a sizeable consumer advertising campaign, but they didn't have the advertising religion. A few may have grown not so much because they were particularly daring or smart as because increased purchasing power and population have catapulted them upwards. A few were advertising in newspapers or radio in the 1938-1940 period.

Take Any Ten Names

So throw out some of the 227 if you wish.

But you can't possibly go through any 10 names consecutively without finding examples where you *know* that the companies achieved a bigger slice of industry's business because competitors were "busy" resting on their laurels.

Other companies on the list are illustrative of the fact that American markets grow so rapidly through population increases and higher living standards that there's always room for newcomers with good products and good ideas and selling strategy.

Take John H. Breck, Inc., as an example. Back in 1908 the founder of the company began to give hair and scalp treatments professionally to a limited clientele in Springfield, Mass., using preparations compounded by him. Soon beauticians and barbers in this area heard of the success of his preparations and wanted

supplies. Over the years demand increased gradually and in 1929 a corporation was formed.

During the next 17 years wholesalers were used to distribute through New England beauty and barber shops. Business paper advertising was started and the company experimented with limited consumer advertising of the Breck shampoos in the eastern states.

It was not until 1946 that the decision was made to distribute nationally through drug and department stores, and major advertising was started in full color in women's magazines. Supplementary campaigns are being carried on in TV, radio, newspapers, car cards, poster boards, dioramas and direct mail.

Superior packaging contributes largely to the Breck success. "We add a Tiffany touch to our packages," says Arthur W. Tosh, Sales Director of the company's drug and department store division.

If a company cannot supply existing demand, and if its competitors are in the same boat, there's likely to be an assumption that pent-up demand, come normal production, will be so great that no model changes are necessary. Consequently, no money need be spent during the duration for research on what prospects would *like* to have in the form of product improvements.

Such reasoning *may* have gone on among the entrenched companies in the vacuum cleaner field, for example.

In the list of 227 companies is an exceptionally interesting name: the Lewyt Corporation, which in 1949 invested \$205,118 in magazine advertising. Its 1950 investment was materially larger and it also is a big

Unknown nationally 10 years ago, Breck is among the top shampoos today.

Lustre-Creme Shampoo



Trell SHAMPOO



newspaper advertiser. Prior to 1946 the company did not make vacuum cleaners. As a matter of fact, it did not make *any* finished product, but operated as a contract manufacturer for parts which went into peace and war products of manufacturers in many lines.

Knowing that war's end would leave him with unused men and machines, Alex Lewyt looked around for something he could make in the way of a finished consumer product, and for which a need existed. He decided to explore the vacuum cleaner field. But he had no preconceived ideas. He appealed to the court of last resort: the housewife. He—his representatives—called on thousands of housewives to find what they liked, and what they disliked, about the cleaners they owned. Their reactions were brought together into a composite picture of a cleaner new to the consumer field, and one which his factory could turn out. Then he applied the same technique to the distributing end—with countless calls on distributors and retailers before going ahead with manufacturing.

Lewyt Ups '51 Budget

Today—only four years later—the Lewyt volume makes him a close third in a highly competitive field—one which many businessmen told him he was crazy to enter.

He plans to fight even harder for business in 1951. Late in December he said, "The only safe course, as we see it, is to plan for difficult 'selling-at-a-profit' days ahead. *For this reason, our own Spring advertising program will be almost twice that of a year ago.*"

Lewyt may not be entirely typical of all 227, but, hardly without exception, every company on that list enjoys a bigger share of its industry's volume than it had in 1938-40, which means that other companies have less.

Among the 227 are other Lewyts and Brecks who go ahead either because competitors leave the door open, or because by unusual courage and resourcefulness they capitalize on the ever-larger "pie" which is our domestic market.

In any year—such as the one coming up—of unusual difficulties, some established companies always decide to "coast along," without realizing that it's impossible to coast for long *except downhill*. As J. G. Jordan, Vice President of Marketing, The Shell Oil Company, puts it, "Business doesn't usually drop away suddenly; it just drifts off, little by lit-

tle, while you're still congratulating yourself. *It goes easily, but it's very, very hard to get back.*"

It isn't only in the boxing ring that the professionals become careless, let down their guards—and a vigorous

unknown lands in the Big Time!

It happens in business, too—to companies which take the complacent attitude that they have a franchise-into-perpetuity with the trade and with consumers.

THESE ARE THE 227 REASONS

| | | | |
|--|-----------|--|---------|
| ATF, Inc. | \$255,873 | Cone Export & Commission Co., Inc. | 203,048 |
| Acme Steel Co. | 141,060 | Consolidated Grocers Corp. | 260,745 |
| Admiral Corporation | 696,195 | Container Corp. of America | 262,859 |
| America Fore Ins. & Indemnity Group | 294,110 | Crosley Motors, Inc. | 153,259 |
| American Broadcasting Co., Inc. | 175,245 | Curtis, Helene, Industries, Inc. | 196,417 |
| American Car & Foundry Co. | 112,474 | Dan River Mills, Inc. | 574,394 |
| American Dairy Association | 252,882 | Dana Perfumes, Inc. | 129,629 |
| American Institute of Baking | 477,630 | Dearborn Motors Corp. | 306,825 |
| American Iron & Steel Institute | 377,735 | | |
| American Optical Co. | 334,055 | Deering, Milliken & Co., Inc. | 314,906 |
| American Petroleum Institute | 552,434 | Diamond Alkali Co. | 114,548 |
| Art Instruction, Inc. | 110,640 | Doehla, Harry, & Co. | 123,748 |
| Atlas Supply Co. | 296,300 | Doniger, David D., & Co., Inc. | 139,248 |
| Audel, Theo., & Co. | 112,780 | Dormeyer Corp. | 100,740 |
| Augstein, S., & Co. | 119,661 | Duffy-Mott Co., Inc. | 244,514 |
| Austin, Nichols & Co., Inc. | 211,680 | DuMont, Allen B., Labs., Inc. | 281,200 |
| Avondale Mills | 355,077 | Dunhill International, Inc. | 189,212 |
| Ballard & Ballard Co., Inc. | 224,247 | Durene Association of America | 213,125 |
| Baltimore & Ohio Railroad Co. | 124,746 | Eaton Manufacturing Co. | 290,160 |
| | | | |
| Beatrice Foods Co. | 417,660 | Ekco Products Co. | 161,399 |
| Beltone Hearing Aid Co. | 142,594 | Electric Cos. Advertising Program | 424,540 |
| Better Vision Institute, Inc. | 135,020 | Electric Power & Light Corp. | 193,830 |
| Bird & Son, Inc. | 234,692 | Eljer Co. | 194,290 |
| Boeing Airplane Co. | 226,400 | Employers Group | 120,290 |
| Bolta Co. | 108,532 | Employers Mutual Liability Ins. Co. of Wisc. | 240,849 |
| Bostitch | 151,950 | Englander Co., Inc. | 292,284 |
| Brach, E. J., & Sons, Inc. | 121,809 | Evans Case Co. | 142,052 |
| Breck, John H., Inc. | 154,835 | Farm Journal, Inc. | 151,350 |
| Brewing Corp. of America | 355,265 | Ferguson, Harry, Inc. | 101,083 |
| | | | |
| Briggs Manufacturing Co. | 204,041 | Firth Carpet Co. | 166,063 |
| British Overseas Airways Corp. | 116,555 | Florida Fashions, Inc. | 161,877 |
| British Tourist & Holidays Board | 151,360 | Florida State | 106,105 |
| Brown, Wallace, Inc. | 102,058 | Forest City Manufacturing Co. | 172,414 |
| Bruce, E. L., Co. | 303,075 | Freeman Shoe Corp. | 104,960 |
| Bundy Tubing Co. | 111,790 | French Republic, Government of the | 209,286 |
| California Cling Peach Advisory Board | 404,718 | French Sardine Co., Inc. | 208,861 |
| Calloway Mills, Inc. | 110,400 | Gaylord Container Corp. | 105,510 |
| Caloric Gas Stove Works | 343,708 | Gaylord Products, Inc. | 105,384 |
| Camfield Manufacturing Co. | 113,695 | General American Transportation Corp. | 152,907 |
| | | | |
| Carnation Co. | \$355,798 | Gibson Refrigerator Co. | 364,798 |
| Catalina, Inc. | 115,657 | Gold Seal Co. | 105,175 |
| Cat's Paw Rubber Co., Inc. | 105,125 | Greystone Corp., The | 207,140 |
| Champion Paper & Fibre Co. | 128,348 | Grocery Store Products Co. | 222,022 |
| Clinton Industries, Inc. | 145,049 | Haft, Morris W., & Brothers, Inc. | 235,310 |
| Coast Fishing Co., Inc. | 168,496 | Hall Brothers, Inc. | 106,040 |
| Cole of California | 101,550 | Hamm, Theodore, Brewing Co. | 314,090 |
| Collins & Aikman Corp. | 136,240 | Handmacher-Vogel Co. | 160,743 |
| Columbia Mills, Inc., The | 115,505 | Hanes, P. H., Knitting Co. | 221,018 |
| Combustion Engineering-Superheater, Inc. | 138,975 | Hardware Mutuals | 150,725 |
| | | | |
| Commercial Solvents Corp. | 111,533 | Harley-Davidson Motor Co. | 102,245 |
| Commonwealth Edison Co. | 136,900 | Hathaway Manufacturing Co. | 161,289 |
| | | Heritage Club | 111,085 |
| | | Hilton Hotels Corp. | 159,091 |

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| Household Finance Corp. | \$213,315 |
| Hunt Foods, Inc. | 804,515 |
| Hunter, Douglas, Corp. | 133,286 |
| Imperial Glass Corp. | 118,993 |
| Industrial Rayon Corp. | 167,290 |
| Ingraham, E., Co. | 161,345 |
| Institute of Life Insurance | 149,800 |
| Irving, John, Shoe Corp. | 115,413 |
| Jacobson, F., & Sons, Inc. | 136,234 |
| Juilliard, A. D., & Co., Inc. | 208,665 |
| Kaiser-Frazer Corp. | 637,616 |
| Kandell, Inc. | 102,530 |
| Karagheusian, A. & M., Inc. | 236,721 |
| Kennedy, David E., Inc. | 241,148 |
| Kuppenheimer, B., & Co., Inc. | 143,200 |
| Lees, James & Sons Co. | 339,294 |
| Lester Piano Manufacturing Co. | 177,970 |
| Lewyt Corp. | 205,118 |
| Lindemann, A. J., & Hoverson Co. | 103,478 |
| Lovable Brassiere Co. | 139,759 |
| Lustron Corp. | 128,325 |
| M & R Dietetic Labs., Inc. | 126,612 |
| Magee Carpet Co. | 145,275 |
| Magnavox Co., The | 473,917 |
| Manhattan Soap Co. | 503,817 |
| Manning, Maxwell & Moore, Inc. | 136,576 |
| Marathon Corp. | 239,011 |
| Marchant Calculating Machine Co. | 166,881 |
| Masland, C. H., & Sons | 217,445 |
| Masland Durable Leather Co. | 109,761 |
| Mayflower Warehouse Association | 130,830 |
| McKay Products Corp. | 114,346 |
| Mengel Co., Inc. | 144,531 |
| Meredith Publishing Co. | 238,900 |
| Merit Clothing Co., Inc. | 196,135 |
| Miller, Ralph H., Inc. | 318,011 |
| Millers National Federation | 866,296 |
| Miron Mills, Inc. | 121,921 |
| Mohawk Carpet Mills, Inc. | 299,540 |
| Mojud Hosiery Co., Inc. | 170,160 |
| Montenier, Jules, Inc. | 118,425 |
| Morgan-Jones, Inc. | 148,528 |
| Morton Manufacturing Corp. | 124,356 |
| Mosler Safe Co., The | 113,045 |
| Motor Products Corp. | 163,439 |
| Motorola, Inc. | 431,656 |
| Mullins Manufacturing Corp. | 625,765 |
| Murine Co., Inc. | 149,838 |
| Mutual Benefit Life Insurance Co. | 181,795 |
| Nat'l Assoc. of Margarine Mfrs. | 165,600 |
| National Cash Register Co. | 355,841 |
| National City Bank of New York | 265,207 |
| National Cranberry Association | 161,981 |
| National Enameling & Stamping Co. | 147,799 |
| National Gypsum Co. | 222,468 |
| National Homes Corp. | 100,867 |
| Nat'l Paint, Varnish & Lacquer Assn. Inc. | 365,400 |
| National Pressure Cooker Co. | 325,694 |
| National Schools | 112,690 |
| National Steel Corp. | 121,145 |
| National Trailways Bus System | 139,635 |
| Nesbitt Fruit Products, Inc. | 103,595 |
| Nestle-LeMur Co. | 107,592 |
| New York Stock Exchange | 294,690 |
| Norfolk & Western Railway Co. | 178,510 |
| Pacquin, Inc. | 143,129 |

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| Pal Blade Co., Inc. | 314,242 |
| Pendleton Woolen Mills | 104,925 |
| Permanente Metals Corp. | 346,678 |
| Philadelphia Evening Bulletin | 108,850 |
| Phillips, Jones, Corp. | 647,520 |
| Phillips Petroleum Co. | 134,400 |
| Planters Nut & Chocolate Co. | 232,523 |
| Plough, Inc. | 126,673 |
| Prince Gardner Co. | 129,760 |
| Publicker Industries, Inc. | 334,803 |
| Railway Express Agency, Inc. | 156,085 |
| Ray-O-Vac Co. | 220,607 |
| Reed & Barton, Inc. | 305,795 |
| Reynolds Metals Co. | 356,485 |
| Rice-Stix, Inc. | 151,024 |
| Russell, F. C., Co. | 123,881 |
| St. Marys Woolen Manufacturing Co. | 112,594 |
| Sasser, Nancy, Inc. | 132,493 |
| Seeman Brothers, Inc. | 134,770 |
| Serta Associates, Inc. | 170,715 |
| Seven-Up Co. | 916,478 |
| Shane, C. B., Corp. | 100,535 |
| Sioux Honey Association | 105,651 |
| Smith, A. O., Corp. | 238,230 |
| Southern Railway Co. | 178,375 |
| Speed Queen Corp. | 247,080 |
| Sperry Corp. | 334,493 |
| Spiegel, Inc. | 141,574 |
| Springs Cotton Mills | 268,200 |
| Stitzel-Weller Distillery, Inc. | 136,710 |
| Swanson, C. A., & Sons | 174,210 |
| Swiss Federation of Watch Manufacturers | 782,450 |
| Teena Paige Fashions, Inc. | 121,850 |
| Thor Corp. | 170,766 |
| Timely Clothes, Inc. | 136,200 |
| Tintz Co. | 138,001 |
| Torrington Co. | 112,560 |
| Trailer Coach Manufacturers Assn. | 129,510 |
| Trico Products Corp. | 242,086 |
| U. S. Plywood Corporation | 199,552 |
| United Merchants & Manufacturers, Inc. | 124,623 |
| Universal Pictures Co., Inc. | 116,968 |
| Upjohn Co. | 140,500 |
| Welch Grape Juice Co. | 135,675 |
| West Bend Aluminum Co. | 111,728 |
| West Coast Woods Co. | 202,265 |
| Western Union Telegraph Co. | 170,820 |
| Weyenberg Shoe Manufacturing Co. | 106,470 |
| White Sewing Machine Co. | 141,153 |
| Willet, Consider H., Inc. | 124,567 |
| Williams, R. C., & Co., Inc. | 205,000 |
| Winarick, Arthur, Inc. | 123,410 |
| Wood, J. R., & Sons, Inc. | 136,482 |
| Wooster Rubber Co. | 153,299 |
| Worthington Pump & Machinery Corp. | 155,940 |
| Wurlitzer, Rudolph, Co. | 104,169 |
| Yale & Towne Manufacturing Co. | 129,885 |
| Zippo Manufacturing Co. | 288,144 |

Courtesy Magazine Advertising Bureau. Dollar figures are advertising expenditures in general or farm magazines for the year 1949.

Business Is Local In New Brunswick

Preference for the local newspaper as the local people's source of advertising information is brought out by a 1,500 reader survey of the New Brunswick, N.J., area.

Readers were questioned at points-of-purchase and at home regarding what newspapers they regularly read and what newspaper they depended on for grocery store ads, national grocery ads and newspaper ads other than food ads. Responses were taken concerning *The Daily Home News* and eight metropolitan newspapers having circulations in the New Brunswick area.

The degree of reader preference for the three classes of advertising follows:

Reading for food or grocery ads: *The Daily Home News*, 76%; eight others combined, 3%.

Reading for national grocery ads: *The Daily Home News*, 70%; the others combined, 3%.

Reading for ads other than grocery or food: *The Daily Home News*, 72%; all the others combined, 35%.

Metro vs Local

The study was conducted by Professor William H. Boyenton, head of the Advertising Division of the School of Journalism at Rutgers University and author of the Press Research Service publications of the school. Professor Boyenton states: "This study differentiates the non-metropolitan local paper and metropolitan papers as advertising media in the non-metropolitan's own field."

Harvey A. Huff, advertising manager of *The Daily Home News*, is advocating that local newspapers situated similarly to his own undertake identical studies in an effort to corroborate the reader response disclosed in New Brunswick.

A preliminary analysis in mimeographed form has just been released and a complete analysis is being printed.

The Daily Home News readers reported in 45 out of 100 cases that they read no other daily newspaper. In terms of current retail sales to the 152,000 people comprising the New Brunswick area, this means that \$43,312,000 worth of consumer purchasing power can be reached exclusively through *The Daily Home News* readership.

The area comprising the New Brunswick A. B. C. city and retail trading zones, population, 127,420 in 1940, has a total population according to 1950 preliminary census reports of 152,000.

Toughest Sale I Remember



"Every sale must have a 'cost' story."

Why Pay for Those Fancy Ads?

BY J. B. HOLCOMB

At lunch a salesman for a competitive house told me he had just lost his pet ketchup account, a cafeteria chain, to a "cheap" house with a new manager, a "price" buyer.

I knew this would be a toughie. I checked with our salesmen who had tried for three years to sell my new prospect when he was in another city.

My first call on this "toughie" required an unorthodox approach. This was to be a social call. I went without sample case or order book. However, I had a bottle of Worcestershire Sauce in my coat pocket.

"From H. J. Heinz?" he mocked me when I introduced myself. Then he ribbed me, as I had anticipated, about Heinz' previous efforts to sell him. I assured him I was only making a social call but that since he had mentioned business, and because I understood he always was interested in saving money, I happened to have a bargain to offer him. "That I want to see!" he jeered good-naturedly. "When Heinz has a good buy, that's news!"

I set my bottle of Worcestershire Sauce on his desk and said quietly, "I can cut your Worcestershire Sauce bill by 50%." (The cafeteria manager had a bottle of a higher-price brand on each table.)

He cut me short with words to the effect that as long as our competitor's sauce was the No. 1 seller it obviously was the best, his cafeteria patrons liked it best, and he was going to keep it on his tables. After his enthusiastic endorsement of our competitor, I bowed to his logic and suggested that if he would repeat his statement, substituting Heinz Tomato Ketchup for Blank's Worcestershire

Sauce I would consider it the most powerful sales story for my product I had ever heard.

My next step was to give my "toughie" a chance to save face. A week later I dropped in for lunch when I knew my prospect and the vice-president of the cafeteria would be having lunch, too. Just before I sat down, I "discovered" my prospect and his boss and casually passed the time of day with them. I also complimented them on their newly decorated cafeteria, and the music and flowers.

My prospect immediately began to "needle" me about the two-page advertisement in the current issue of *The Saturday Evening Post* and allowed as how it must have "cost a lot of money. Let the poor suckers who don't know any better pay for the fancy advertising."

After lunch, I returned to my prospect's table and casually asked, "How much of this 64 cents is for music and flowers?" He shot back, "Not a cent!" Patiently, he explained that they attracted large crowds so that volume more than absorbed the cost. My final shot as I left was, "I understand. It's advertising, just like that Heinz ad in the *Post*."

That afternoon I met the vice-president on the street and he asked, "Why don't you sell Mac? He's convinced."

The following week I called—again without sample case or order book—but came to the point. "Mac, I've come to the conclusion that you'd like to have a bottle of Heinz Tomato Ketchup on every table if it weren't for the cost. Am I right?" He had to say, "Yes."

Every sale must have a "cost" story. I told Mac that because of the heavy consistency of Heinz it did not run, while a cheap, thin product did, and was wasted. I suggested a 60-day experiment.

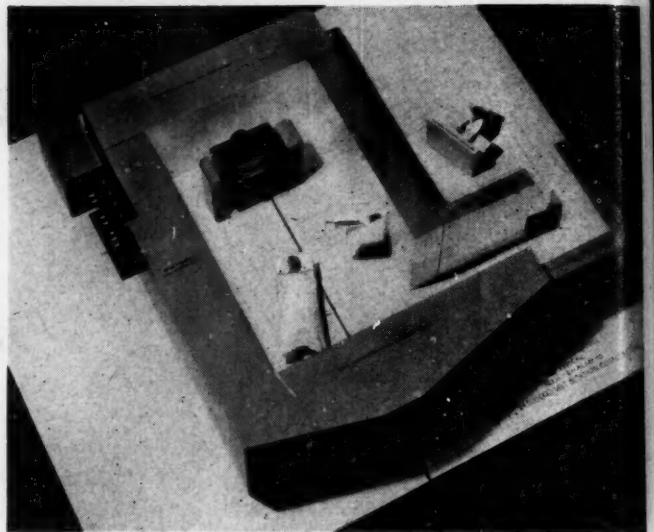
Six months later my prospect showed me he was saving 15% on ketchup costs. He explained why. He thought he had discovered the difference in the use of thick and thin ketchup. That was the way I wanted it.

J. B. Holcomb is a member of the board of directors and is general sales manager of H. J. Heinz Co., Pittsburgh.



P. A.'s Like 'Em:

Specifically, a buyer likes models and visual aids (see text) which can be demonstrated in his office. Here, J. L. Singleton (left) vice-president and director of sales, General Machinery Div., Allis-Chalmers, plays the role of interested prospect viewing a substation.



Doctor's View:

Doctors, who would use A-C's 24 million volt betatron, first must visualize the equipment and layout before they can present their request to hospital management for money with which to buy an installation bearing a large price tag. A-C models help simplify.

Industrial Models At Work: They Pay Off for Allis-Chalmers

They tell a technical story in less time to both engineers and top management. They appeal to the kind of prospect who's apt to demand, "Let's see it work!" They are by vote the purchasing agent's favorite visual buying aid.

Easy To Carry:

Allis-Chalmers' power substation models are housed in a case designed so that the salesman feels at ease in carrying it and working with the models in front of his prospect. An index on the case cues the salesman on name and capacity of each piece of this substation.



28 Choices:

A salesman, with 28 individual pieces at his fingertips, can readily dramatize what he says in his oral presentation about the wide range of standard power station equipment which A-C has to offer. Prospects, too, like to pick up and inspect models right at desks.





Working Models:

Purchasing agents, by a wide margin, voted the operating model as the kind of visual aid they like to have salesmen use in their sales presentations. Charts were only half as popular. Details of A-C's sifter can be seen easily through plastic housing of desk-size model.



"Try It Yourself:"

The technical point that the A-C salesman wishes to make is the ease with which five standard parts can be taken apart and put together again. With A-C's aluminum scale model the prospect can test the claim, which is what the A-C salesman wants him to do.

It's a fair bet that an Allis-Chalmers salesman is welcome when he walks in to see his purchasing agent prospects and asks permission to demonstrate his product's features with the help of visual aids.

Salesmen for Allis-Chalmers Mfg. Co., Milwaukee, are liberally supplied with models and other visual sales aids.

By their own votes, purchasing agents—where the initial sales contact is made and the order closed—

would like to see industrial salesmen make greater use of visual aids; at present, P. A.'s feel that salesmen neglect these sales aids.

Purchasing, in a survey published in October, 1950, found that 82% of purchasing agents who expressed an opinion, said they would welcome more extensive use of visuals by salesmen, and 87% reported that visuals were more interesting and helpful. Significantly, 77% of them said that they would be willing to allot more

than the usual time to see a visual presentation. (See Marketing Pictographs, *SALES MANAGEMENT*, Nov. 20, 1950, p. 65).

Obviously, Allis-Chalmers has been on the right track in preparing models for its industrial salesmen.

There's just one note of caution. Don't overdue them. 41% of P.A.'s thought salesmen who used aids sacrificed personal product knowledge and salesmanship. The sales aid must be just that and not a substitute.

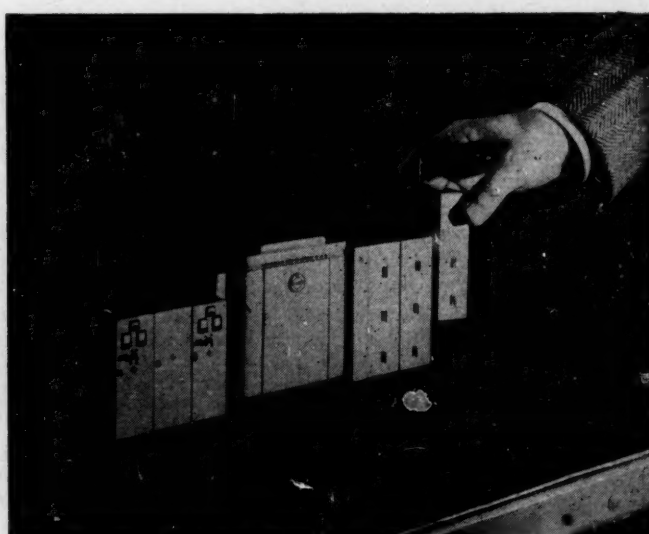
"My Problem Is:"

The salesman doesn't have to dig to uncover the problem because the prospect himself is apt to describe it immediately, largely because he realizes that the salesman can work out several solutions right in front of him on the A-C layout sheet scaled for models.



The Solution:

Scale models are set in place, duplicating the best answer to the prospect's plant layout problem. By means of codes, the salesman, sure in the technical correctness of his proposal, places A-C models on the sketch, dramatizing flexibility of units. Orders come easier.





People were eager to answer

Mail came in by the sackfull when Belmont asked both TV and non-TV owners to answer a 60-second questionnaire boxed at the bottom of the full-page newspaper advertisements run



in 50 TV markets. To the amazement of Belmont, more than 7,500 people, without a reward of any kind, took the trouble to send in their views. The happy gentleman: Allen Henry, Belmont's advertising manager, and provocative ad.

Ads Pegged to Hot TV News Help Establish the Raytheon Brand

Belmont Radio, a large supplier of private brand radios, found its opportunity to enter TV slipping away because its chain outlets operated largely in areas without TV stations. Here's the story of a dramatic sales policy switch.

Belmont Radio Corp., Chicago, founded in 1928, for a large part of its life has been one of the outstanding leaders in the "private brands" field. Its customers mainly were Montgomery Ward, Goodyear, Gable-Skogmo, Western Auto Stores and similar organizations operating many hundreds of stores, mostly in the smaller cities. The idea worked out very well with radio but, come television, the story was different. A large percentage of these stores were in TV-blind areas. An entirely new marketing problem lifted its head.

"We determined, as long as two years ago, that if we were to succeed

in television in an important way we would have to revise our tactics," says W. L. Dunn, vice-president in charge of sales. "First, we would have to build our own sales organization; second, we would have to develop a well trained service organization; third, we would have to make known our own TV brand name. More, we would have to concentrate our sales in television territory.

"A survey of the television market revealed some important facts: A few of the big fellows in the field, backed with millions of dollars to spend in advertising and promotion, were slugging it out blow-for-blow in larger

metropolitan centers such as New York City, Chicago, Detroit, Boston, Philadelphia. They had those markets sewed up and it would take a vast appropriation to make even a dent in them.

"Wouldn't it be wiser and less costly for us to slip in through the back door with our sets, known as Raytheon? Why not concentrate on secondary markets which they, to some measure at least, were neglecting? We thought so. Starting a little more than a year ago, we feel that we have accomplished a great deal.

"During the last eight months Raytheon television sets have stood in first, second or third place in sales in Atlanta, in second place in Dayton, in third place in Columbus, in fourth place in Cincinnati. Because television broadcasting stations are centered in more populous areas, TV now is available to 28 million out of 42 million families. Our distribution covers 87% of all families in television areas. What we have accomplished has been done by concentrating our promotional effort in the many

smaller cities and making only moderate expenditures in the few big ones like New York and Chicago."

Sales Setup

Starting TV as recently as August, 1949, Belmont now has a completely organized sales setup. This is headed by Mr. Dunn who handles the overall marketing policies, marketing problems, planning and general management. Next comes a general sales manager, G. L. Hartman, also located in Chicago; then two regional sales managers, one in New York City and the other in Indianapolis, with five factory territorial representatives in each; then 10 factory service engineers. At the Chicago headquarters there is also an advertising and sales promotion manager, a sales training director and an assistant sales manager.

Distribution has been established in 44 cities, all in the Middle West, eastern central and northeastern areas, except for Los Angeles and San Diego, on the Pacific Coast, and Houston. Graybar functions in 21 cities. The rest are local, individual distributors.

There were several reasons for concentrating on secondary cities. One was limited production. Belmont did not want its sales to outstrip its ability to produce. Again, it felt that it could establish its trade name, Raytheon, in the somewhat smaller markets at less cost. Heavy national advertising and big city advertising and promotion runs into money faster. Controlling the flow of merchandise was easier during an expanding program.

Belmont is now thoroughly entrenched in secondary markets and has already started to move in on the primary markets. A strong promotional effort to achieve this equalization will be made during the forthcoming year.

In selecting cities for special effort, Belmont used SALES MANAGEMENT's *Survey of Buying Power*, employing its BPI as a base. It's first step was to pick out markets having networks with more than one station. According to Mr. Dunn, SM's figures and estimates proved surprisingly accurate and useful in these areas. Off-the-network markets, in their reaction to advertising and sales promotion, acted in another way. However, a weighted analysis, after a short experimental period, solved that problem.

"Through this weighting procedure," says Mr. Dunn, "we soon were able to come within 10% of our sales expectancy by projection."

The biggest problem of all facing Belmont in its drive to make the name of Raytheon known and to break into the national picture was to get the attention of readers in selected areas, according to Mr. Dunn. He calls it "breaking through the screen."

The method of advertising attack was worked out with the aid of Henri, Hurst & McDonald, Inc., Chicago, advertising agency and Cowar & Dengler, Inc., New York City, merchandising consultants. The main function of Cowan & Dengler, says Mr. Dunn, "was to check us, here, in Chicago, to come up with ideas and to criticize our activities, our products and our methods from the merchandising angle."

New Copy Angle

Soon it was determined that a radically new type of television advertising would be desirable. The feeling was that practically all TV advertising ran in one rut—lowest price, largest screen, clearest, brightest picture—all stories as alike as eggs in a basket. What would get the reader's attention? Why not pick on a highly controversial subject?

Out of this thought came a suggestion from Cowan & Dengler for a series of full-page advertisements containing both educational and informative material under the general heading "Giving You the Truth about Television." The subject was hot and the time was right to get attention.

One subject discussed, according to Mr. Dunn, "carried right through the screen." It had to do with charges from some quarters that TV in having a harmful effect on school children's grades. Another, and this was of special interest to dealers, went into the subject of why it is better to buy a TV set from a reputable, established dealer than to buy wholesale or get bootlegged sets at discount. That indicated that Belmont was interested in protecting all dealers, not restricting the matter to its own. This meant good will of the trade.

In the midst of this public service series, the Federal Communications Commission approved the CBS color system, precipitating a fight on color television. As parts of its series telling the truth about television, Bel-

mont answered the public's questions and stated its position regarding Raytheon television in full-page advertisements in almost 50 cities where Raytheon distributors are located. Typical questions used:

Is the present CBS method final and permanent, or is it temporary?

Who will telecast color pictures?

How soon will there be color telecasting in my area?

What effect will the color decision have on regular black and white telecasts?

Will my present TV set be able to receive black and white pictures from color programs if CBS starts telecasting them in my city?

How good will black and white pictures be from a CBS color telecast?

Can my present TV set be "converted" to receive CBS color and what will it cost?

After I have had my set converted, have I any assurance that this will be the final color system?

Are today's TV sets about to become useless and obsolete?

What is Raytheon going to do?

The payoff was a coupon questionnaire which the company asked the reader to fill out and mail.

To fill out the questionnaire understandingly meant that the reader had to digest the advertisement carefully and in its entirety. That would indicate a real interest. To the amazement of the Belmont management, within a short time more than 7,500 questionnaires were returned, each under a three-cent stamp paid for by the sender. There was no reward of any kind for sending in these replies. Such voluntary mass action indicated, it was believed, that this line of advertising was soundly on the right track.

Continuing the public service advertising to tell the truth about television, and still sticking to the idea that controversial and informative subject matter would insure the most readership, headings were employed to grab attention, as follows:

Based on an interview with

W. L. DUNN • Vice-President in Charge of Sales,

Belmont Radio Corp., Subsidiary of Raytheon Manufacturing Co.

1. Three Reasons Why You should Buy Your Television Set from a Dependable Dealer.

2. The Six Most Common Mistakes Made in Buying a Television Set.

3. Does Television Have a Harmful Effect on Children's School Grades?

4. Does Television Have a Harmful Effect on Your Eyes?

5. What About Television and the New Excise Tax?

To show how this advertising was written, we will take a part of the text on a touchy subject, the effect of TV on children's school grades. With proper introduction, the advertising reads:

Authorities Disagree: School principals, teachers and parents themselves disagree on how television affects children's school grades. Some say that television has improved school grades, depending on the school course and the child's age. Others say that TV has lowered school marks.

Two Answers: There is no doubt that too much television can hurt school grades. There is also no doubt that television can improve school grades. Children learn quickly and painlessly through good television programs: how the Panama Canal works, how Billy Beaver builds his dam, what makes the weather, what Kangaroos look like, current world news and much more. And children's programs get even better as time passes—TV is just learning to walk.

Four Ways You as a Parent Can Help: While there is still much to be learned—no one has the answer—there are four things parents can do to encourage proper television viewing by children:

1. Consider television as a privilege because of the child's good behavior and good school marks. When the grades fall, remove the privilege of watching certain TV programs. When grades go up, let them watch Super Circus and Hopalong.

2. Select programs that are proper for children. Don't let them watch wild murder mysteries. Be firm, just shut the set off.

3. Set up fixed time limits during which children may watch television and stick pretty much to your limits

—say an hour a day and so on, depending on the child's age, work in school, etc.

4. Don't relax in a chair watching your favorite program with the volume blasting away and expect Johnny to do his math upstairs in peace. He can't. Keep the volume down or turn the set off during home-work time.

Television can be either a problem, or a great force for good, as far as school grades are concerned. Let it run wild and it can be harmful. Keep it under control and it will help you and the teacher by being one of the greatest means of education the world has ever seen.

Public Service, Too

Belmont management feels that in this type of advertising it has been performing a public function. But more, because readers were attracted to it, and apparently have read the advertisements as few advertisements are read, it has made the name of Raytheon known quickly and has earned high respect for it. More, this advertising was concentrated, as stated above, in 50 key cities where Raytheon distribution had been established and so there was not a lot of buying of waste space.

One stunt, localized in Ohio, got a lot of attention for a time. The Buckeye network was employed, Raytheon sponsoring a series of studio wrestling bouts. One group of women wrestlers was used. Women wrestlers are super-comedy. But there are only eight professional women wrestlers in the country and all too quickly the program ran out of talent, call it such.

Belmont's 1951 television line will be merchandised under the brand name Raytheon. Belmont is a subsidiary of the Raytheon Manufacturing Co., just entering its 26th year. Belmont was organized 22 years ago. By the very nature of their past businesses, they are launching name brand television now with two strikes on them:

Strike 1: The fact that Belmont's main business all these years has been private brand radios. Distributors, dealers and the public alike never have associated the company's name with its products.

Strike 2: The fact that Raytheon's field has been concerned with such products as radar, fathometers, cathode ray tubes, megetrons, voltage stabilizers, and other scientific equipment which doesn't concern the public as such. Also proximity fuses,

walkie-talkies and other electronic items during the war.

Nobody has too much confidence in a Johnny-come-lately, which Belmont is not but might be thought to be. One of its biggest jobs has been, and perhaps still is, to convince the trade and the public that it has long experience in its field and that, while largely unknown, its people have all the needed skills. To convince distributors and dealers, Belmont has prepared an elaborate presentation.

Company salesmen carry this presentation in their cars and arrange meetings with individuals and groups where the Raytheon-Belmont story is told. The pages of this presentation, are big, colorful and strikingly illustrated. To give some ideas of the story here are a few quotations:

"For 25 years, Raytheon's standard has been Excellence in Electronics. Raytheon engineers have pioneered in electronics, radar, radio engineering, and advanced radio research. Few television manufacturers have the long-standing background, experience, and reputation comparable to that of Raytheon."

Case History

"The story of Raytheon is one of the Survival of the Fittest. In 1930 there were approximately 100 companies making radio receiving tubes. In 1940 there were only 10 left in the business, and Raytheon sales averaged 12% of the industry."

"Raytheon made 75% of all ship-borne search for the Navy and an important naval officer claims that Raytheon radar 'had a marked effect on every major sea engagement of the war.' What a background for entry into the television industry!"

"Belmont has long been one of the five leading manufacturers of radio sets."

"At Raytheon, 1,500 research engineers are constantly developing new things for electronics to do; and they pass these new and better developments to more than 60 mechanical and electrical engineers at the Belmont division."

"Belmont, during the '30's, produced approximately 700,000 radios a year. It was big before it joined forces with Raytheon."

"While Raytheon television is new as a brand name on the market," says Mr. Dunn, "we can say honestly that our first TV sets were produced as long ago as 1938 and field-tested in homes. Our story should take care of any suspicion that in this field we are in any measure upstarts. That hurdle, high as it might seem, is one that we are clearing nicely."



Big enough for the job

We live in a big country and it takes a big telephone system to give good service to millions of people.

The Bell System is equipped to handle today's more important job because it has never stopped growing. It has kept right on building to make service better and provide more of it.

Times like these emphasize the bene-

fits of such growth and the value of a strong, healthy telephone company to serve the Nation's needs.

The Bell System aims to be big in more than size.

It aims to be big in the conduct of the business—in its plans for the future—in doing its full part in helping to keep America secure.

BELL TELEPHONE SYSTEM



Questions You'll Have to Answer If Your Agents Sell to Government

They are a natural followup to the 5%er scandals. You have nothing to fear if your agency relationship is a normal business deal, but you can let yourself in for a peck of trouble if your agent turns out to be an "influence peddler."

A new clause is invading the contracts which the Government makes with its suppliers. It's an out clause—one that lets the Government shave the price it has agreed to pay or even to renege entirely. It seems to outlaw selling agents*, yet in application is much less sweeping than it reads. Here's the clause, which in a little while will be part of every contract, military or civilian:

"The Contractor warrants that no person or selling agency has been employed or retained to solicit or secure this contract upon an agreement or understanding for a commission percentage, brokerage or contingent fee, *excepting bona fide employees or bona fide established commercial or selling agencies maintained by the Contractor for the purpose of securing business.* (italics supplied) For breach or violation of this warranty the Government shall have the right to annul this con-

tract without liability or in its discretion to deduct from the contract price or consideration the full amount of such commission, percentage, brokerage or fee."

That clause was supposed to have become mandatory in November, but didn't for a good practical reason. Too many of the old contract forms were on hand and the Government didn't want to waste them. Moreover, the Government Printing Office hadn't yet supplied enough new ones. So, budgets and delivery dates of the GPO intervening, the date was pushed forward to January 15. Meanwhile, some contracts do and some don't, depending on stationery supplies.

Through November and December sellers to the Government ran into this clause more and more. Under the circumstances, you'd expect a great diminution in the number of

sales agents. Everybody in a position to estimate claims the very reverse.

It's still the case, clause notwithstanding, that Government buyers like to deal with agents. The agents know the ropes. They file the requisite number of forms; they visit the right people; they say good-bye opportunely and don't, at the drop of a hat, write to a congressman. Here's an illustrative story:

Government vs. Agents

An agent, Mr. X, was negotiating the sale of a product new to the Government. He was giving out samples and explaining how to use them, making promises about the frequency and speed of delivery—in substance, persuading the Government to invite bids on a product so specified that his company would get the jump. He was at the point of dickering. Then his boss heard about the clause. He did what manufacturers, quite unethically, may feel prompted to do: tried to squeeze out his salesman and to deal directly. Procurement men tipped off the agent, who made the appropriate fuss in time.

So, there's no revulsion against sales agents—far from it. But a couple of years ago there was an investigation of influence peddlers—of the famous five-percenters. Congressmen insisted and a clause went into the contract aimed at weeding out the man who, bluntly, professes to bribe his way to a sale. Here's how the clause is used:

Suppose that somebody is entering a bid. He must check the appropriate boxes to these questions:

(A) "That he is a regular dealer in, manufacturer of, the supplies bid upon.

(B) "That he has, has not employed or retained a company or a person (*other than a full time employee*) (original emphasis) to solicit or secure this contract, and agrees to furnish information thereto as requested by the contracting officer."

As the bids are opened, answers are ignored. The contracting officer looks only at the things he's always looked at: the price, the delivery dates, the apparent reliability of the bidder, etc. But, later on, men in the agency buying the goods must do

*See "The New Look on Washington's 5%ers," page 89 of this issue.



"Gentlemen, the last lesson in our public speaking course deals wholly with when to shut up and how to listen."

We Have A Client Who Is Oversold

Here's what their Divisional Sales Manager
thinks about advertising under those conditions

"Right now we don't want more business, although there are a few customers whose volume on our production line we would like to replace with an equal volume of a more profitable type.

"Under these conditions, our salesmen are not making calls on anyone other than their present customers or the handful that they would like to get to replace the less desirable business.

"That means that there are companies - and many individuals within those companies - that we may be mighty glad to serve some day, but upon whom few, if any, sales calls are being made now.

"Today's high turnover of personnel means that many newcomers may not know about our product.

"Under these conditions, nothing but advertising can maintain contact and instill the reputation that we hope we will have in the minds of these important buying influences, come the day we may need their business to beat the band.

"But this can work only if we quit thinking of advertising as being necessarily a bid for immediate orders.

"During the last war many sales executives learned how to do this. They used advertising to keep their products and their facilities and abilities high in the minds of their post-war prospects.

" - did it in such a way as to keep hundreds of prospects familiar with their products and services while, at the same time, making it clear that they were not in a position to serve them currently.

"This much is beyond dispute; that sales executives who took the time and trouble to exercise a little ingenuity in finding ways to maintain contact with all known post-war prospects -

" - to reach unknown post-war prospects - and to keep their company's name and reputation before many individuals in both kinds of companies throughout the war -

" - these sales executives emerged from a sellers' market into the rough and tumble competitive economy that followed, with distinct competitive advantages!

"So, with our company, it is not a matter of shall we quit or not - it's a matter of putting our heads together and finding out how to perform this important interim function in such a way as to avoid attracting a high volume of currently unwanted business and,

"... at the same time, assure the company that as few prospects as possible will be permitted to forget the advantages of our process and products.

"The crux of it is this: How else are we going to maintain contact with the companies and individuals in those companies whose business we can't handle now but whose business we may be happy to have someday?

"Our immediate capacity may be oversold - But the good name of our company can never be oversold!"

THE SCHUYLER HOPPER COMPANY

12 East 41st Street, New York 17, N. Y. • LExington 2-3135

"DITCH-DIGGING" ADVERTISING THAT SELLS BY HELPING PEOPLE BUY

\$2*

Gets You

113,277**

Compare the rate!

Compare circulation!

**Compare the big, 33 county
Golden Belt Market! . . .**

\$639 Million Retail Sales

\$466 Million Farm Income

\$118 Million Food Sales

(9M, 5/10/50)

**Play the winner! Put your
money on the people's choice in
Eastern Carolina!**

The Raleigh
News and Observer

* Minimal-Maximal Morning Rate, \$2

** Morning Circulation, 113,277

Sunday Circulation, 116,910

(ABC, 9/30/50)

**The ONLY Morning and Sunday news-
paper Published in The Golden Belt
of the South**

REP: THE BRANHAM COMPANY

**Delivering MORE Listeners
at a LOWER COST in the
Quad-Cities**

Rock Island, Ill. Moline, Ill.
East Moline, Ill. Davenport, Ia.

233,012

(1950 census)

\$246,605,000

RETAIL SALES

(1948 U. S. Business Census)

\$418,578,000*

EFFECTIVE BUYING INCOME

* 1950 SM
Survey of
Buying
Power

**Highest
Hooperated
Quad-Cities
Station**

WHBF

AM · FM · TV
5000 WATTS
BASIC ABC

NAT'L REP. AVERY KNODEL, INC.



some more investigating. They must put additional questions to those who have negotiated contracts or won out in an invitation to bid, ignoring the losers. Here's part of a blanket instruction to all buyers:

"... each executive agency shall, in connection with each contract with respect to which advertising or negotiation is initiated by it... inquire of prospective contractors whether they have employed or retained any company or person (*other than a full-time employee*) to solicit or secure the contract, and shall secure an agreement to furnish information relating thereto as requested by the contracting officer..."

Here are the questions that a winning contractor who has employed an agent must answer:

"1. Names and addresses of companies or persons so employed or retained.

"2. Indicate whether corporation, partnership, individual, etc.

"3. Relationship to contractor, indicating whether as employee or selling agency and state duration of such relationship.

"4. Is there a written agreement of employment or retention? If so, attach a copy. If not, state terms of employment or retention.

"5. Description of duties performed by such companies or persons in connection with this contract.

"6. Amounts paid or to be paid to such companies or persons in connection with soliciting or securing this contract, indicating whether on a commission, percentage, brokerage, contingent fee, etc., or other basis, and stating separately total amount of expenses paid or to be paid by contractor.

"7. Do companies or persons named represent contractor in both Government and private business?

"8. Are the companies or persons named bona fide employees or bona fide commercial or selling agencies maintained by the contractor for the purpose of securing business."

From the answers, the Government men must separate the sheep from the goats, the bona fide salesmen described in "8" from the less savory. Naturally, the Government has no touchstone, no gadget which infallibly spots crooks, particularly since crooks have been known to furnish respectable answers to questionnaires.

The answer to Question 1, "the name" of the agent, consequently is highly significant. The examiners know a lot of agents, among whom are many whose honesty they are ready, though in confidence and not for quotation, to concede. Old names

pass more smoothly than new, which is rather rough on young men just breaking in. It's the fact that older agents have been getting the cream of the business. As the contract form circulates more widely, their proportion will probably rise.

The complete indifference to full time agents is curious in its assumption that no seller hires an influence peddler full time. The testimony in one of the hearings that led to the new system (Hughes) referred to the employment of somebody put on full time (salary plus expense account) precisely to seek influence. The reason for the exclusion, one infers, is that the major contractors, needed vitally by the Armed Services, do their business through Washington offices and to start probing them would simply gum things up.

Any Discrimination?

However, the discrimination against smaller contractors who don't sell enough to justify full time salesmen is more apparent than actual. In going into this thing, the Government sensibly allowed some outs for itself: exceptions to its scrutiny of those hiring agents. It doesn't apply to bid contracts or negotiated contracts for perishables above \$25,000, or to other negotiated contracts over \$1,000. Most of the contracts, though not the volume, fall into these classes. Consequently, there's a fair chance that there won't be many complaints to Congress forcing one more investigation on behalf of Small Business. There haven't been so far.

The clause in the contract, it's to be noticed, lets the Government withhold the agent's commission. There have been no reported cases yet of its doing so; Government lawyers say frankly that they haven't worked out tests of when to pay and when to keep the money. Neither are there any rules, published or tacit, on whether agents' fees are allowable charges in cost-plus deals: The vague replies of Government lawyers to this question suggest that such fees won't be accepted as legitimate costs.

However, it's worth noticing that the courts have allowed fees as deductions from income taxes. In general, rules on costs have followed the tax regulations, on which they were originally modeled. Some day, perhaps soon, there will be a case.

Meanwhile, Government buyers, all this rigamarole notwithstanding, tell writers that they want to get across this idea: "Don't run away from agents. As the bark is to the bite, so is the clause to the way we behave. We like agents and hope you'll continue to use them."

Readers' Service Can Furnish These Reprints

PLEASE SEND REMITTANCE with order to Readers' Service Bureau, SALES MANAGEMENT, 386 Fourth Ave., New York 16, N. Y. These reprints may be ordered by number.

NEW REPRINTS

225—What Air Reduction Is Doing to Increase Effective Selling Time. (Price 10c)

224—Market Research: The Coming "Must" in Industrial Selling, by Terry Armstrong. (Price 10c)

223—Hickok Tests Multiple Management and Finds It Sound, by A. R. Hahn. (Price 25c)

222—Experts Pick Best Test Markets by Regions and 5 Population Groups. (Price 25c)

221—A Portfolio of Sales Control Forms. (Price 50c)

220—The Vital Spark in Effective Selling: Creative Thinking, by Alex F. Osborn. (Price 5c)

219—Don't Hire a Salesman—Hire a Man & Wife Team, by Robert F. Browne. (Price 10c)

218—Basic Reference Sources in the Field of Sales & Advertising. (Price 25c)

217—How to Keep Sales Bulletins Out of Hotel Waste Baskets, by Herbert W. Green. (Price 10c)

216—When the Dealer Says "I'm All Stocked Up," by W. C. Dorr. (Price 10c)

215—A Time-Saver List of Sources for Maps for Sales Executives. (Price 50c)

214—What Does It Cost to Operate A Salesman's Car Today? by R. E. Runzheimer. (Price 25c)

213—Cost of Keeping Salesmen in the Field Rises 12-13% Since 1947. (Price 10c)

212—Who Killed Waltham? by Lawrence M. Hughes. (Price 25c)

211—Will Sampling Techniques Work for Industrial Sales Research? by Francis Juraschek. (Price 10c)

210—A Portfolio on Point-of-Sale Merchandising. (Price 50c)

MISCELLANEOUS REPRINTS

The following miscellaneous reprints are also available, until present limited stocks are exhausted. (Price indicated.)

"THE SALESMAN'S CREED," by W. C. Holman. A special reprint made in a size and format suitable for framing. Actual size: 11½" x 15". On fine rag stock; in color. Prices: single copies: \$1. . . . 3 to 11 copies, 75c each . . . a dozen copies, \$6. . . . More than 12, 50c each.

8 Traits that Make Salesmen Welcome at General Electric. (Price 10c)

The Survey of Buying Power Versus the Census on Population, by Jay M. Gould. (Price 10c)

How Good Is The Sales Management Survey of Buying Power?, by Jay M. Gould. (Price 10c)

What Type of Woman is Most Likely to Succeed in Direct Selling?, by Katharine S. Miller. (Price 25c)

Quiet Talk to the Salesman About Self-Training, by Neil M. Mathews. (Price 5c)

How to Cut Waste Out of Salesmen's Selling Hours, by R. A. Siegel, Jr. (Price 10c)

75% of Our Sales Engineers Upped

Earnings with Incentive Pay, by James W. Brady. (Price 5c)

To Charge or Not to Charge for Sales Promotion Materials? (Price 5c)

Gifts and Entertainment—Are They "Necessary Evils" in Selling?, by Lester B. Colby. (Price 10c)

13 Commandments for The Successful Conference Leader, by James F. Bender. (Price 10c)

You and I Are Tax Suckers!, by A. G. Mezerik. (Price 10c)

Is "National" Advertising a Mistake? by Philip Salisbury. (Price 10c)

A Fresh Slant on Market Analysis: What It Did for Strathmore. (Price 5c)

MARKET NO. 107; METROPOLITAN POPULATION 162,000



*Augusta,
Georgia*

OFFERS YOU
162,000

PERMANENT RESIDENTS

+ PLUS a 45,000 BONUS
MARKET of Camp Gordon
Troops and their families.

+ PLUS hundreds of people
pouring into the Area weekly
to work at the giant \$260,000,
000 H-Bomb plant being erected
20 miles from Augusta.

AUGUSTA'S two daily news-
papers and four net-work affil-
iated radio stations offer you
complete saturation of this rich
market. Investigate today.

COMPARE

AUGUSTA, GA. METROPOLITAN
POPULATION WITH THAT OF
OTHER SELECTED SOUTHEAST-
ERN CITIES.

| | |
|---------------|------------|
| Charlotte | 196,163 |
| Columbus | 169,374 |
| AUGUSTA | 162,000 ++ |
| Charleston | 159,838 |
| Savannah | 149,796 |
| Winston-Salem | 145,076 |
| Columbia | 141,833 |
| Macon | 134,437 |
| Asheville | 112,856 |
| Durham | 100,641 |

* Source: SALES MANAGEMENT

AUGUSTA, GA.



COUNTER CARDS featuring a \$1 bet have been mailed to druggists from coast to coast by Union Pharmaceutical Co., makers of the 10-milligram anti-histamine tablet for colds and hay fever. Point-of-sale pieces and a window display contest play an important part in company's promotion during "cold" months. Cards made by Masta Disulays.

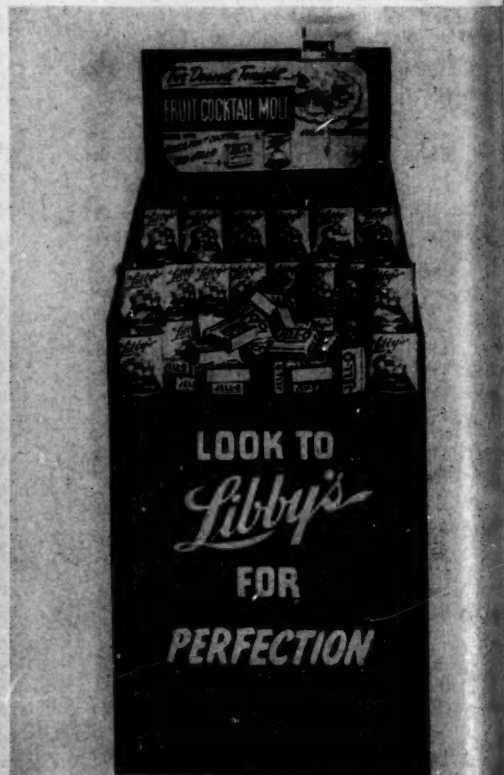


COMPACT COUNTER PIECE combines a cutout with a replica of the new Superflash Pocket-Pak, with space for inserting the five fastest-selling bulb types. It has been introduced to make customers more familiar with the new 10-bulb Pocket-Pak. Balloon carries sales theme. Fabricated by McGill Weinsheimer for Sylvania Electric Products Inc.

Display Angles



NOVEL ILLUMINATED SIGN is designed to rest on the dealer's counter or hang on the wall. The Tappan Man appears as a plastic figurine, in red, blue and black. The Plexiglas face of the clock has selling copy fused into surface. Made by Neon Products, Inc. for Tappan Stove Co.



DISPLAY STAND is a one-piece unit with special interiors attached to support maximum merchandise weights. It is constructed of blue corrugated board with copy screen processed in white. Produced for Libby, McNeill & Libby by River Raisin Paper Co.

Adventures In Shopping

BY THE SALES MANAGEMENT STAFF*

The pay-off on consumer advertising always will be at the dealer's counter. He can—and does—block the sales of many branded, advertised products through either ignorance, apathy or malice. But it isn't always his fault. Read what happened when consumers tried to buy:

Bendix ironers
Bulova watches
Chevrolet cars
Conlon ironers
Easy ironers
Elgin watches
Englander mattresses
Ford cars
General Electric irons
Horton ironers

Hotpoint ironers
Magnavox TV sets
Mohawk sheets
Plymouth cars
Pontiac cars
RCA TV sets
Simmons mattresses
Sunbeam irons
Universal irons
Utica and Wamsutta sheets

These experiences in shopping for branded articles where manufacturers have pre-sold the consumer through their advertising, are reported just as they are turned in by SM's own field representatives. The majority are more than a bit on the sour side, and emphasize the great loss that is suffered because what the advertisements say and what the store people say are so often at almost opposite poles.

Our instructions to field observers call for reporting just what happened. It may have been good for the advertised brand, it may have been bad. We are looking only for the truth.

There are many reasons why the sale started by advertising is lost in the retail store.

The retailer hasn't had to sell in the past decade to anywhere near the extent he had to sell—in order to survive—in the 1930's. Many of the people behind counters do not remember a time when it was necessary to use salesmanship. Neither storekeepers nor manufacturers seem to have done anywhere near enough to educate them.

The attempted substitution of the house brand is a problem which always has been with us, and will continue to be a problem, especially with the giant retailers who can—and do—build prestige, or at least acceptance of their own brands. Macy, A & P, AMC, Sears—just to mention a few—use millions of advertising dollars to pre-sell consumers on *their* brands.

In the realm of getting over *product know-how* to the

retailer, the average manufacturer has done a most inadequate job. The retail salesperson and his boss may be well-intentioned toward the brand; they may like the manufacturer's salesman, they may like the policies of the maker. But they miss sale after sale if they don't know the best talking points for the product, such as the "differences" which justify a higher price.

It is there that the manufacturer at relatively small expense can do a much needed educational job. He has the possibility of putting more selling information on labels, tags, cartons. . . . He has the mails—for sending out educational material. . . . He has the leading business papers in every field—which he should be using consistently to do a sound *sales educational* job—instead of ignoring them or turning the copy writing over to some inexperienced cub. . . . He has his salesmen, who should be *shown*—not merely *told*—how to cultivate the friendship of retail salespeople, and how to demonstrate to them the best ways of selling the product.

The reports which follow are mostly examples of bad selling, but there are a few striking exceptions, particularly on Elgin watches, Wamsutta sheets and Ford cars.

9. Using a Competitive Product to Prove a Point

White House, San Francisco
Small Appliances Department

I asked to see electric irons. She showed me a General Electric, pointing out the two thumb rests that could be used by either right or lefthanded ironers, or whenever

*Second of a series.

there was a need to switch to the other hand. When she pointed to the outside heat control switch, I mentioned that the Universal also had this feature and she countered by saying, "Yes, but the Universal has a wider base and isn't good for ironing blouses." . . . The Sunbeam iron, also on display, she used to point up the selling points on the General Electric . . . no thumb rests, no outside heat control, she mentioned. . . . She owned a General Electric herself, she claimed, having bought one after reading accompanying booklets and talking to the manufacturer's representative.

10. Salesmen Who Don't "Sell" **Automobile Row, New York City**

I decided to get some information over the telephone before dropping in to showrooms. First call was to a Plymouth agency. A man gave me prices of various models, didn't ask for my name or address or give me his, didn't invite me to drop in for a demonstration. . . . A Pontiac dealer said that prices, etc., wouldn't mean a thing unless I actually saw the cars, but he didn't give me his name or ask for mine. . . . A Chevrolet agency representative was most courteous, cordially invited me to come in, but he, too, failed to ask for my name and address. . . . A Ford dealer volunteered considerable information, suggested a demonstration ride, asked me for my name, address and telephone number. I was tied up on business the next few days and had no chance to do anything further about getting a car. At the end of the fifth day he called me and pinned me down on coming in at noon the following day. He sold me a station wagon.

11. The Lack of Follow-Through **Macy's, New York City** **Furniture Department**

I said I wanted a mattress for a studio couch and gave him the dimensions. He pointed to one near where I was standing.

"\$34—delivery in two weeks," he said—and stopped.

I plumped it a little and then sat down, uninvited. "I would like something firmer. Is this hair or cotton?"

"You don't need hair, not for a couch. We do have one—\$49—but this should do for your needs."

"I see this is Macy's own brand. Do you carry the Simmons mattress?"

"Yes, but not in the size you want."

And that's the entire story. Nothing more was volunteered, on either side. I didn't ask to buy it, and he didn't ask me to buy.

12. Another Case of the House Brand **W. & J. Sloane, Inc., New York City** **Mattress Section**

My problem was to get an over-sized mattress, box springs and legs. My wife had run into a friend—who had a friend—who knew some wholesale distributor and we could make a big saving. The brand? She wasn't sure, but the price was "only" \$135. I decided I had better move in. That was a lot of money and I wanted good value. The names I knew were Simmons and Englander. I am always skeptical of anything you can get wholesale which isn't a brand name, as chances are it's some dog.

At Sloane's I approached a salesman, told him I knew absolutely nothing about mattresses, needed information and advice. He gave me a condescending smile and asked, "What kind would you like?" . . . I told him I didn't know enough about mattresses to have strong likes or

dislikes. After several attempts to get him going, I finally "forced the sale" to the point where he explained the different types—hair, felt, foam, but it needed constant prodding on my part.

When I finally decided on the type I thought we would like, he showed me three W.&J. Sloane models. I asked about Simmons and Englander. They carry Simmons (in stock) though not Englander. . . . Several times I suggested that I would prefer the Simmons. He gently insinuated in a variety of ways that I was a moron for even considering a Simmons. According to him they were "machine made—their 10-year guarantee doesn't mean a thing."

Finally I drove through his noggin the fact that I was very brand conscious, and he then centered attention on a Simmons. However, it was one of the most half-hearted and least reassuring sales jobs I have ever been exposed to. . . . The performance was repeated almost verbatim when I dropped down to B. Altman's.

The upshot: I failed to remain loyal to advertised brands. The total effect of all the arguments selling me away from them was a decision to follow my wife's original idea of "getting it wholesale." It was one of "his own" brands, but I must admit that so far I've been sleeping very comfortably on it.

13. "It's Good—But . . ." **Gimbel's, Milwaukee** **Watch Section**

I pointed to a particular Bulova in the case and asked to see it and also two other Bulovas in the \$50-60 range. After looking at the three I said it didn't have to be a Bulova—that the Elgin or any other reputable make would satisfy me.

The name "Elgin" brought a sparkle to his eyes. He brought out two models—he said both Elgins and Bulovas were good—but, the Elgin had a duro-power mainspring guaranteed to resist changes in climate. I asked if Bulova didn't have any such protection, and he replied in a very confidential way:

"The Bulova has only the ordinary case to protect it. You know how it is—you might wear it quite a while without any trouble—but then if it gets very damp the mainspring may go. The Bulova is good, you understand, but the duro-power of Elgin is a real guarantee."

14. "We Have Confidence in What We're Selling" **Lord and Taylor's, New York City** **TV Section**

The salesman's approach was almost perfect. As I entered the department with my wife, a salesman offered his services and proceeded to show me various TV sets. My wife indicated a preference for RCA, while I concentrated my attention on the Magnavox. The salesman made no effort to unsell us on either; he proceeded to point out the good features of each. He agreed with my remark that perhaps the Magnavox was "a better piece of furniture." However, he kept the impression alive that both sets certainly had their good points.

When I told him we weren't ready to purchase that day, he was extremely cordial, said it was his job to present what they carried, to show the fine points of the sets and leave the customer to make the final decision. He added that it was a good idea to shop around and see all types and makes of TV sets, and that Lord & Taylor had confidence in the sets they sold and were sure they would stand up to any competitive product. "Won't you come back again?" We said we would . . . and we did.



Born to:
modern romances

Date:
november

Size:
12 pages

What do we call our baby? It's the new Modern Family Section. And our baby is unique. It's the only family section edited *just for young married women with small children* — 12 full pages of exciting information every month.

When you consider that $\frac{3}{4}$ of Modern Romances readers have children at home, yet the median reader age is a young 23, you can understand how welcome this section is, how carefully it will be read.

Since they are novices at baby-rearing, these young women are looking for advice on how to bring up

their children. Since they're new at home-making, too, they also want guidance on what to buy. And they'll be buying hundreds of things for their homes, their growing families in the next few years.

What better place to sell home products than in the magazine edited for these young women — the youngest married market of them all! In fact, advertisers have already recognized this market. Modern Romances has already run 17% more food and home products ad linage in the first 9 months of '50 than in 1949.

Get the whole story from

modern

America's Youngest



romances

Married-Women Audience

DELL PUBLISHING COMPANY, INC., 261 FIFTH AVENUE, NEW YORK 16, N.Y.

JANUARY 1, 1951

15. More Boredom and Apathy

Gimbel's, New York City
Appliance Department

Nothing—and I mean nothing—happened. We were in the market for an ironer. Various models lined one aisle, three salesmen another. The time was an hour before closing. The array of brands was bewildering: Bendix, Conlon, Easy, Hotpoint, Horton. . . . Prices ran the gamut. . . . We had never bought an ironer, knew nothing about the differences. The salesmen seemed busy at something or other, so we looked at price tags, inspected controls without knowing what the hell they meant, even pulled some models out into the aisle to look at them more minutely. . . . There seemed to be some unseen barrier between us and the salesmen. . . . I listened and watched, fascinated. Two were making a bet on a football game, the other was totaling up his day's "sales." (Quote marks are mine by design.) . . . We left after 10 minutes of uninterrupted "snooping," for we had learned enough to go to another store and find a salesperson who might be interested enough to tell us something about the model we had come to favor through our self-propelled inspection tour.

16. Trading the Customer Up

James McCutcheon's, New York City
Linens Department

I specified double and twin size. He turned to his stock and put down three sheets.

"This one is a Mohawk," he said as he placed the first

one on the counter, "and this one is made by Utica," he said as he put down the second. Then with almost a flourish he laid down the third, saying:

"This one's the beauty of them all. It's made by Wamsutta. It's the best sheet made."

"They're all percale?" I asked.

"Yes, they are. Now these," he began, point to sheets Nos. 1 and 2, "have 180 threads to an inch while this Wamsutta has 200. It's the silkiest of the three and the one that will wear the longest."

"How much are they?" I asked him.

"These first two are \$4 and \$6 and the Wamsutta is \$8. But in the long run it's your best buy. It will outwear the other two by one-third the time."

"Do you have the Wamsutta in the twin bed size, too?"

"Yes I do," he told me, "but I suggest you take one of these less expensive, scalloped edge sheets for your guest room. They won't be subject to the hard wear that your own will be and they're prettier than plain sheets. That scalloped edge is practical too. It's much stronger than the hemstitched edge, and if you send your sheets to a commercial laundry, that's something to consider." (See report #2 on a B. Altman salesperson who said the Wamsutta would *not* stand up if sent to a commercial laundry.)

Editor's Note: This is the second instalment of SM's exclusive feature, "Adventures in Shopping." See future issues for further blow-by-blow descriptions of what the stores are saying about the branded items they stock.

HIRING SALESMEN?

In evaluating applicants for sales jobs, your company needs detailed information on the education, background, sales experience and individual characteristics of each prospective employee.

To fill this need, SALES MANAGEMENT has prepared specialized "application for employment" blanks developed from a consensus of opinion

Write for a free sample of our specialized application blank

among experts on hiring salesmen. These detailed four-page forms will give you all the basic information you need on each applicant. They have been approved by legal experts as conforming to the New York State anti-discrimination law, regarded as the strictest of any state in the nation.

A free sample of this "application for employment" blank will be provided, with a price list, on request. Write—

SALES MANAGEMENT

386 Fourth Ave., New York 16, N. Y.

New Books for Marketing Men

Books reviewed or mentioned in this column are not available from SALES MANAGEMENT. Please order from your book store or direct from the publisher.

Successful Sales Promotion. By Harry Simmons. Published by Prentice-Hall, Inc. Price, \$5.65.

For more than 25 years Harry Simmons has been closely associated with advertising and selling, sales promotion, public relations, sales and general management and management consulting. This is his 11th book on selling and management. *Successful Sales Promotion* is an easy-to-use guide to the best methods and techniques developed by the top idea men of the field. It's intensely readable, full of photographs and drawings of sales promotion at work for some of the country's largest corporations. There are ideas on how to conduct successful sales contests, how to build displays that sell, how to co-ordinate advertising and selling and how to use visual selling aids.

Tested Credit and Collection Letters. By William H. Butterfield. Published by National Retail Credit Association. St. Louis, Mo. Price, \$2.00.

This 48-page booklet contains 100 tested letters that are designed to boost credit sales, build good will or collect accounts. Author Butterfield is an authority on specialty letters and is the author of numerous books on the art of writing business letters.

A Guide to Retail Employee Communications. By William P. Shaughnessy. Published by Research Bureau for Retail Training, University of Pittsburgh. Price, \$1.00.

Among the subjects covered in this booklet: measuring employee attitude; how to make use of the 'grapevine'; what's important to your employees. The booklet also dips into such subjects as pay envelope enclosures and bulletin boards.

How Magazine Readership Research Can Help You Create More Effective Advertisements. By Mark Wiseman. Published by Mark Wiseman, 106 E 31st St., New York 16, N. Y. Price, \$1.00; 10 or more copies, 75c each.

Mr. Wiseman is a consultant in advertising, and director of the advertising courses which bear his name. His booklet is in two sections: (1) The methods of readership research; (2) how to use readership reports constructively. He uses typical advertisements to illustrate various points concerning readership, shows how to get and judge reader response and points out that in many instances the use of color in advertising gains no more readers than the same advertisement in black and white. . . . A common mistake, thinks the author: showing, in advertisements, home equipment (refrigerators, ranges) with no "setting" or with no action.

1951

A CHALLENGE

The New Year looks like '41 all over again—except that now, ten years later, the crisis is graver, the portents more ominous, our mood grimmer. Still . . .

A Happy New Year!

The Julius Mathews Special Agency sincerely hopes that it will be a peaceful year. But come peace, come part war or total war, we know that American business and American newspapers will be in there doing their full share—as always—to advance the Nation's interests full speed . . . with God's help.

This faith in God, the strength of American industry, our fellow Americans is our warrant for hoping that 1951 will be a happy year.

"LOCALNEWS DAILIES—basic advertising medium"

The Julius Mathews Special Agency, Inc.

NEWSPAPER REPRESENTATIVES

New York
Boston

Syracuse

Detroit
Philadelphia

Chicago
Pittsburgh

Health Spot Shoe's problem is common to every manufacturer selling through retailers: How its salesmen can display a growing line to buyers who have less time to look and little space for salesmen's demonstration. That's why Health Spot adapted . . .

An Idea Far Removed from Shoes

As told by **ROBERT CONOVER**

General Sales Manager, Health Spot Shoe Co.

In spite of the fact that basic selling principles have changed very little, our organization, the Health Spot Shoe Co., Oconomowoc, Wis., has been compelled to revolutionize its system for handling its men on the road. In the early stages of the growth of Health Spot business, conditions in general were favorable to steady growth. Our sales force was young, traveling expenses were low, and the tempo of living was much slower. Today, with a greatly expanded line, our salespeople are operating under more and more difficult conditions for planned and progressive selling.

To meet these challenges we took

an idea that, at first glance, seemed to be far removed from the shoe business and developed it: first, to bring about an improved system for our men on the road and later to add the help of mechanization and engineering to retail selling.

The number of samples in the current Health Spot line now makes carrying the full line of samples a physical impossibility. In every town and city to which our salesmen go, there are parking problems and hotel problems. The dealer, too, has his problems. One is lack of space inside his store to permit our men to spread out their samples, a time-honored custom in years past. He also has less

time to look at them. So, old methods have to go.

We found that we were not using the full value of the experience of our men on the road, men who have been selling Health Spot shoes for many years. Because of the handicaps under which they were working, they were unable to show the line properly and there was no way to make them do the things we consider a part of the salesman's responsibility.

We always have considered that our obligation to our retailer goes far beyond merely furnishing him with shoes to sell. We depend on our salesman to help him, to help guide his policies, to aid him with merchandising ideas and programs. We also depend on our salesmen to help train replacements for the sales force of the future. So it can readily be seen that the best use of time and all possible saving of time are of double importance.

Regardless of how many new shoes are developed in the line, or how



MECHANIZED SELLING: Health Spot dipped deep into visual aids to help its dealers attract customers and to aid its own salesmen to overcome the time and space problem when demonstrating



to retail buyers. News photos, changed weekly, projected in the dealer's window (above, left) give passers-by a reason to look, while Kodachrome slides now replace some sales sample cases



*"Freedom of thought
and independence
of action . . ."*

DONALD W. DOUGLAS

President, Douglas Aircraft Company, Inc.

"Freedom of thought and independence of action are among the keynotes of America's economy. They are fundamental to our way of life. Systematic savings through the Payroll Savings Plan help the individual maintain his own independence and freedom of action and make us strong as a nation."

In more than 21,000 large companies (employing 100 or more) and in many smaller companies, more than 8,000,000 men and women are helping to keep America strong. By systematic saving in U. S. Savings Bonds they are doing their part to offset inflationary tendencies . . . they are building a reservoir of future purchasing power to support industry...they are providing financial independence for themselves and their families.

The widespread success of the Payroll Savings Plan is an excellent example of our freedom of thought and independence of action. Far-sighted employers offered these 8,000,000 Americans an opportunity to enroll in the Payroll Savings Plan. There was no pressure, no emotional stimulation. A Payroll Savings Plan application was placed before them. They "signed up"—to the benefit of them-

selves, their companies and their country.

Has every man and woman in your company been offered an opportunity to share in the benefits of the Payroll Savings Plan? How about the newer employees? How about those who did not sign before but may wish to do so now? Delegate one of your top executives to conduct a person-to-person canvass of your employees to make sure that every man and woman gets an application blank. You don't have to urge them to enroll, or to increase their present allotment—they are anxious to build for their own independence.

Get in touch with your State Director, U. S. Treasury Department, Savings Bonds Division. He is ready to help you—with a package plan that reduces your work to the minimum.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the G. M. Batford Company and

SALES MANAGEMENT

JANUARY 1, 1951

interview disintegrates into a petty talk on subjects far removed from the store. With the projector the salesman has the floor, he directs the conversation, commands the discussion and is aided in organizing his talk with the sequence of beautiful pictures which he turns at his will."

We have, with this program, enabled each of our salesmen to make better use of his time; to overcome

the problem of handling too many sample cases; to show the entire line to more prospects; to constantly review the line with regular accounts. Our salesman reports:

"In my opinion, however, the most vital benefit is in the establishment of new accounts and dealerships. An outstanding example is a new account I recently opened. The prospective dealer had little experience in foot-

wear. We were able to show him exactly what he could have and what would be available to him in the future. In his case, it took the element of guesswork out of his merchandising program and put him on solid ground. I believe the projector played an important part in establishing this new Health Spot shop."

Standard Procedures

There are certain standard procedures which our shoe dealers, or for that matter all retailers, use to stimulate sales. They advertise, use direct mail, and work at making window displays as effective as possible. The study of window display and arrangement for many years has interested us. We appreciate that the rental in a good location represents a heavy expense per window foot.

It is important, therefore, that the window do a real job of helping to sell. Our research has proven that here, generally, is the place where the poorest job is done because the purpose of the window is to stop people . . . and to make them come into the store. With rare exceptions, the retail store window does a very weak job of it. We have found many beautiful windows with attractive samples and expensive window materials, but with no real *stopper*. Further, these windows do not *speak* to the people.

Using an automatic continuous projecting machine, distributed by the Picture Recording Co., Oconomowoc, we set out to develop a method of daytime projection to put *action* into windows. The machine carries a series of 16 slides at one time. Our first intention was to show a series of slides which would cover such subjects as the story of Health Spot construction, styles, etc.

We developed some very fine slides worked out in sets which told the sort of story with which we were familiar. As we went along, we realized that we had to go further if we wanted to tell, in the window, why a person on the street should come into the store. Again, we found that we must not use the same pictures too long.

We now have obtained from the Picture Recording Co. its World News Service. We receive 16 live, fresh news photographs each week. They do a strong job of stopping people and they bring them back again and again to the windows where they are shown. The front of the Pictur-Vision cabinet is designed to simulate a theater with a projection screen and on the front of the cabinet is a facsimile of a globe with this wording: "Pictur-Vision World News

CHECK



DOES YOUR FILM PRODUCER OFFER

- | | |
|-------------------|------------------------|
| ✓ WRITING STAFF | ✓ QUALITY CONTROL |
| ✓ PRODUCING STAFF | ✓ DEADLINE RELIABILITY |
| ✓ BUSINESS STAFF | ✓ FINANCIAL SECURITY |
| ✓ FULL FACILITIES | ✓ 37 YEARS' EXPERIENCE |

You've heard it before and you'll hear it again . . . "There's no substitute for experience!" An ever-increasing group of sales managers is learning that 37 years of Atlas know-how is an important factor in the production of top quality motion pictures, slidefilms and television commercials. Your inquiry is invited.

Atlas Film Corporation

Established 1913

1111 South Boulevard

Oak Park, Illinois

Service."

The idea is that passers-by will develop the habit of stopping each week to see the new pictures.

Promotes Merchandising

We have put on a concentrated program to promote better window trimming, better samples, an attractive display of shoes. We furnish dealers with a monthly service of eight 11x14-inch actual photographs and eight in smaller size, 5½x8½, for a charge of \$5 a month. Art work and selling sentences are supplied by our advertising agency. The window cards are supplied by the Grogan Photo Co., Danville, Ill. They are proving effective.

The third step of our mechanization of selling, so to speak, is to help improve customer handling and to reduce missed sales by having a more complete program for the customer once he is inside the store. To this end the Picture Recording Co. developed for us a counter model projection cabinet to be used by salesmen in the store. While this model shows 35mm. pictures continuously, a remote control push button is located on the lower left-hand side of the machine for the salesman's use. A cord, 10-feet long, can be pulled out and the salesman can stop any slide for any length of period needed to sell the customer.

In this model is a series of slides so that the customer may see a complete style preview as, say, spring or seasonal shoes. Also a complete story of Health Spot construction in relation to support of body weight and balance, or any other subjects the operator may feel will help him to make the sale. The big advantage inside the store is the fact that by this means the customer can be shown the entire line quickly. No store can afford to carry every number in our line. With this machine, however, a salesperson can *show* every number and take orders.

When any new idea comes along, the first question anyone will ask is, "Will it work?" We have definite evidence to prove that these ideas work. The proof is in increased sales both from our regular instock styles and our makeup orders on numbers we do not carry in our stock department.

We find that the machine is of tremendous help in refreshing our own salesmen and that it is important in training new salesmen. They get, more quickly, a more complete understanding of the line. It also trains the salesman to arrange his

facts and his presentation in logical sequence.

We are also impressed by the much faster action we get when new styles are introduced. By this I mean that our salesmen start a flow of orders on new numbers quicker than they did in the days of hand samples and we know, by the results, that they miss fewer accounts in introducing new numbers.

Use of the cabinet and projector in the window of the store and the continuous slide service is developing a noticeable amount of enthusiasm

among those who sell Health Spot shoes at retail. We know that windows so equipped do bring in more customers.

Now we get to the question that everyone is bound to ask: What about the expense of such a program? Our reply is that, for salesmen and dealers, the cost of the equipment will run under \$500. Original art work, both for shoe drawings and layouts for window slides and slides to be used inside the store, are shot in our small 6x8-foot studio. The slides, in Kodachrome, come back from Eastman



- Sell the News readers
- and you sell the
- WHOLE BUFFALO MARKET

Write for DATA BOOK

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH CO.
National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

JANUARY 1, 1951

Appointed by Admiral



John William Walt has been appointed sales promotion manager by Admiral Corporation, Chicago, manufacturers of radios, television sets and appliances. He is one of 261,580 daily Wall Street Journal readers from coast-to-coast. To reach men who are stepping up in business, advertise in America's Only National Business Daily. (Advertisement)

TEST Metropolitan NEW YORK



PEANUTS

Send or call for the complete bulletin
"Metropolitan New York Test Market No. One"

Study the facts and you will find you can test a typical segment of Metropolitan New York, by testing BAYONNE, for only 9 cents a line... just peanuts compared with any other media giving the complete, concentrated coverage of

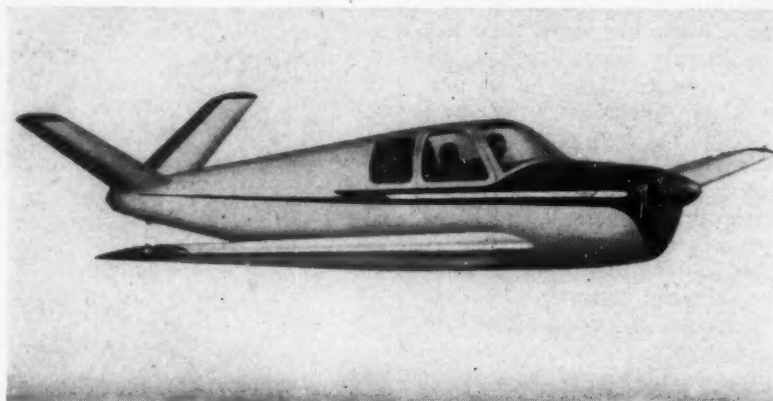
THE BAYONNE TIMES

BOGNER & MARTIN, representatives
295 Madison Ave., N. Y. • 435 N. Michigan Ave., Chicago

promptly and ready for use. Both machines, the one used in the window and the other inside the store, are put out on a lease basis. The cost is not high.

On the other hand, we find that there is a decided saving in the cost of salesmen's samples. But, more important than cost savings, is the fact

that we get increased sales. We expect to continue to develop our program for utilizing mechanization in selling. We believe that changing conditions demand a change in methods; that the future is a challenge to the ingenuity and adaptability of all manufacturing and sales organizations.



Why Oval's Sales Chief Flies to See Customers

Sales HQ are at the factory near the raw materials but far away from both the main lines of traffic and from most of Oval's buyers.

The factory and sales headquarters of Oval Wood Dish Corp. are located well off the main lines of travel, in Tupper Lake, a community of 5,000 or so in upper New York state, not too far from the Canadian border. But the company's markets for picnic dishes, spoons and clothes pins are where masses of people live. A company-owned airplane is now the link that keeps executives in close, and frequent contact, with their customers.

"The use of our own Beechcraft Bonanza," explains G. S. Shields, Oval's sales manager, "practically eliminates any handicap of location and permits us to go back and forth

to the large centers as quickly and conveniently as if we were located in a large central city.

"The plane has worked into our business so well [after two years use] we now feel that it is almost indispensable. About half of the flying is done in connection with executive and operational matters between our factories, and the other half in connection with selling."

What about cost of operation? "When everything is taken into consideration," Mr. Shields points out, "the cost is very reasonable. Because of our location, it would serve no real purpose to compare auto, rail and plane costs."

SALES MANAGEMENT

Each Man Competed with Himself In Curtis' Dealer Contest

Based on an interview with **WALTER KAPLAN**, Vice-President and Sales Manager, Helene Curtis Industries, Inc.

There were all the trappings of the usual prize contest in the Helene Curtis "Beauty-Full Christmas" promotion to upset slack industry sales. All wives and the "average salesman who never wins" got special attention.

How to make September, October, and November, which are normally dull months in the beauty supply business, perk up was the purpose of a special promotion Helene Curtis Industries, Inc., instigated this year. The result: September was the peak month for Helene Curtis for the year, and this high level was maintained during the following months.

Contest Details

The job was done with a promotion which was built around prize awards given to dealer salesmen, titled "Plans for a Beauty-Full Christmas!" What Helene Curtis refers to as dealers would in most lines of businesses be called distributors or wholesalers. The distinction comes from the fact that sales are made to beauty shops, the users of the products. The over-all purpose of the promotion was to reward dealer salesmen for increased effort on the sale of Helene Curtis merchandise.

"Too much routine makes a dull salesman," says Walter Kaplan, vice-president and sales manager of Helene Curtis Industries, Inc., Chicago. "And, remember, men do not work for bread alone. Substantial and desirable prizes are often more stimulating than money, especially when mama and the kids get into the picture."

"We chose an incentive program rather than a contest for specific reasons. In the usual contest, with a few top awards, many salesmen either quit early or don't even participate at all because they feel they can't win. This means only the few usual prize-winning salesmen are really trying. On the other hand, when every man can win a prize and bring tangible

proof into the home through his efforts, the result is a carry-over benefit that lingers a long time after the campaign ends. The usual contest slacks off after the original enthusiasm wears down. A prize program builds up to a peak at the climax of the campaign."

To be sure that its "Beauty-Full Christmas" campaign would cover all details, Helene Curtis management held a preliminary run through June and July. Five dealers out of 170 were selected for the try-out. These five dealers employ 55 salesmen. They were picked, not geographically, but because they were representative of the entire Helene Curtis operation. This trial run was held in Chicago, Minneapolis, Atlanta, Charlotte, N.C., and Moline, Ill.

After Tests

From the experience and information gained in the tests, the nationwide promotion was launched in August with a national sales meeting for all dealers. Actual participation to win prizes was started September 1 and continued through November.

"Analyze the objectives," says Mr. Kaplan, "and the problem has a variety of facets: (1) to increase the sale of our merchandise; (2) to get the dealer salesmen to spend more time selling our merchandise; (3) to prevent the usual seasonal sales slump; (4) to reward dealer salesmen's additional efforts and earn good will for Helene Curtis with these salesmen."

At a kick-off convention held in August in Chicago the meeting hall was decorated to give the atmosphere of a Christmas party. Christmas music provided a Yuletide atmos-

phere, and a winter holiday spirit pervaded the room in midsummer.

With skits, playlets, and a variety of other devices dealers were sold on the Helene Curtis "Beauty-Full Christmas" campaign as a merchandise incentive plan for their salesmen. The company provided detailed promotional material, plans and prizes.

Each dealer was then requested to hold his own starter meeting August 26 or no later than September 7. Then this advice:

"Invite the salesmen's wives because they will be important boosters for your campaign. Plan the meeting at an hour early enough so you can complete the program by lunch time. Arrange for a caterer to come in, or take the whole gang out to lunch at a nearby restaurant. Don't underestimate the power of this meeting; it's vital to the success of the campaign and the profits you will enjoy as a result of the increased sales activity."

Promotion Kit

A package of promotional materials was given to each dealer. It contained:

One prize catalog for each salesman, with the September "deals" instructions inserted.

One wall chart for each five salesmen, to be used to record the salesmen's progress.

Six report forms for each salesman, to be filled out semi-monthly throughout the campaign.

Film strip, for use at the announcement meeting; prize point certificates filled in for salesmen's wives; gifts for salesmen (gift-wrapped automatic pencil).

Banners to announce weekly high prize point winners and to push prize point deals.

Helene Curtis management had it figured out, and since has proved the point, that the salesman's wife is an extremely important person in the success of an incentive prize program. It was suggested that every dealer write a personal letter to the wife of every salesman. This copy, subject to slight changes to fit the situation, was offered:

Dear Mrs. Jones:

This time we want to be sure he gets here!

As you know, we regularly conduct Saturday sales meetings for the men. This next meeting is one that not a single salesman dares to miss.

So we're asking you to bring him to the meeting to be held at (place) Saturday morning, September 2, at (time) o'clock. We promise that there'll be something big at this meeting, not only for your husband, but for you and the rest of the family as well.

Plan to stay for lunch, too, so if you're employing a baby sitter, warn her it may be one or two o'clock before the day's

festivities are over.

That's all we're telling you now, but here's a hint: There are 121 free shopping days between now and you know what!

Be seeing you Saturday!

Sincerely yours,
(Signed)

On the day of the dealer sales meeting, with the wives present, and certain preliminaries over, the speaker laid the deal on the line with a prepared talk that went like this:

"Now, let's see how much effort

it will take to win these prizes. Let's take an example. Can you sell a dozen Duchess Spacers in a week? Three thousand Naminco Machineless Pads? Three Cholesterol Deals? You all know that's easy. I'm sure you will agree that you should be able to sell two cans of Spray Net and one gallon of Creme Rinse a day. Well, if you can do that, as well as sell four Creme Shampoo Deals a week, you will have earned for yourself in one week's time approximately 2,400 prize points. The quantities of merchandise mentioned are very small, and I think it's obvious that this is the minimum amount of merchandise you can sell each week during this month. Actually, we know from experience that many of you will sell many times the quantities mentioned here for illustration purposes."

Meeting Procedure

After that the lights were dimmed and a prepared film was run off, the various frames showing the prizes and the number of points needed to win each. Then:

"You have just seen some of the very beautiful prizes that are in store for you. All of you are going to win one of these prizes. Others are going to win several of them and many even more than that."

Next, a brochure listing and illustrating the entire list of prizes available was distributed and other points of the program explained. Then, finally, getting down to the finish:

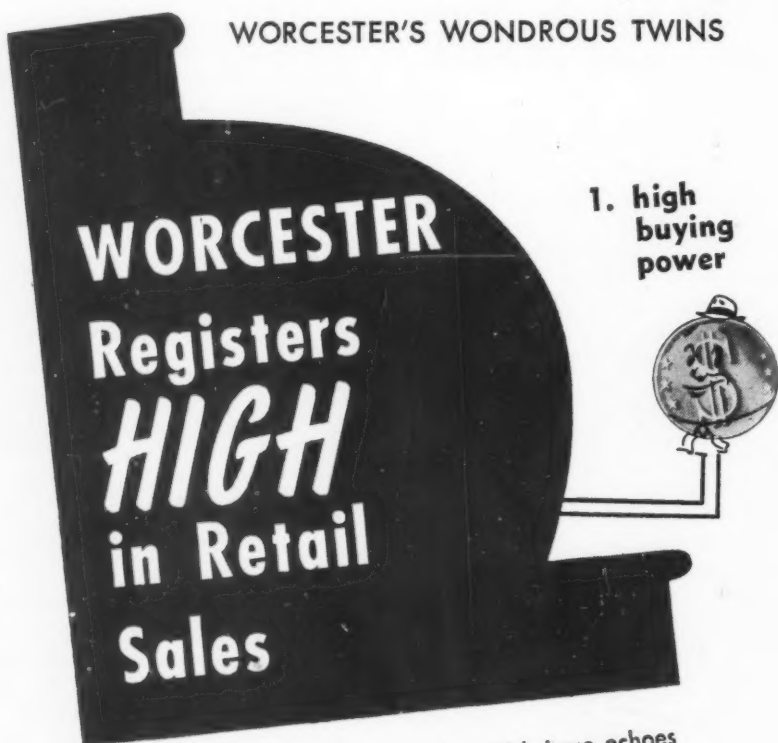
"And for each wife present, to show that you too have been remembered, I would like to have you come up and receive a little something to start you and your husband on the way to winning the prizes you want."

At this point prize certificates were handed to the wives, or, if the salesman was not married, he received a similar starter.

Believing that the heart of a merchandise prize campaign is in the prizes themselves, Helene Curtis employed the services of Cappel, MacDonald & Co., specialists in such promotions, to prepare the general plan and aid in the creation of the promotional material. Brand name merchandise was featured throughout the prize catalog, as salesmen know the value of prestige.

It is generally agreed that it is important to employ experienced and promotion-wise counsel at the very outset in planning a campaign centering around prizes. Cappel, MacDonald & Co. has specialized in this business for more than 28 years and states that 74% of the gifts redeemed

WORCESTER'S WONDROUS TWINS



1. high buying power

Sales Management's November 10th issue echoes the loud jingle of Worcester's cash registers. As THE major market in Central New England, Worcester places 6th nationally in its population group with total retail sales of \$470,254,000 in 1949, a profitable 153% increase over total sales in 1939.

2. intensive newspaper coverage

Put your sales on a sure footing in this prosperous buying market through consistent advertising in the Worcester Telegram-Gazette. Daily circulation in excess of 145,000. Sunday over 100,000.



The TELEGRAM-GAZETTE
WORCESTER, MASSACHUSETTS

GEORGE F. BOOTH Publisher

MOLONEY, REGAN & SCHMITT, INC., NATIONAL REPRESENTATIVES

OWNERS OF RADIO STATION WTAG and WTAG-FM

on points in an average campaign will go for the home and family. The man who gets out and digs up the stumps, so to speak, invariably selects gifts—first for the family—then for himself.

The catalog must be around the home where it can be seen. By doing so, you make every wife a sales manager.

The promotion specialists employed, too, should keep their fingers on their campaign from the time it is initiated until it is completed. In a promotion running three months or longer, aimed at stimulating any large number of salesmen, it is usually good practice to induce the distributor or dealer, as the case may be, to put on quick, short-term "inside" drives, and in some cases out-and-out contests (with prize points as rewards), to get a pick-up that reacts quickly and creates even more internal competition.

Helene Curtis dealers did this with telling results on selected weeks. Care was taken in each instance to get word to the wives and children of the salesmen. In their zeal to bring in those special rewards, they got the old man out early in the morning, and it would be a bold man who would knock off before the last minute of the day to return to the bosom of his household.

It always works that way.

In the Helene Curtis setup, the average dealer salesman will have a call list of approximately 160 beauty shops. He normally will call on 80 a week, which means that he makes his rounds in two weeks or less. If he grows lax, he is likely to miss a few. One of the chief values of prize promotions, such as the one just ended, lies in the fact that he knows if he misses a call, he is likely to pass up some of the point credits. Sloth, he soon learns, shows up speedily on the prize point wall chart.

Home Mailings

Every week throughout this campaign Helene Curtis mailed to the salesman, always to his home, of course, some little gig that would give him a prick like this:

"If you don't ask every shop in your territory to buy every deal listed below, your wife is going to ask you to buy those Christmas gifts she needs, because you will not have earned them the easy, "Beauty-Full Christmas" way.

"Make this seven-day test. Keep a record of every shop you call on for seven days and make sure you talk every item shown below and see how many extra plus sales you'll make compared with what you formerly

did when you talked only those items the shop usually buys.

"The Shampoo Tray Deal is a natural to open many new accounts for you. It's attractive, it's new, it's an easy sale—and each sale will introduce new items to each shop. This means bigger repeat business for you."

An idea of how one of those added, short-term contests works can be indicated by the following letter mailed to every dealer salesman on October 24:

"Here's an added starter to help you

win extra points toward that premium you've set your heart on. A special promotion on Shampoo Whip has been added to the October prize point items.

"Read the attached broadside to every shop owner you call on. Point out each dramatic selling point. Stress the superior quality, plus undreamed-of economy. Think of it, an average of 61 double shampoos for only \$1!

"And that's not all! You get 15 prize points for every can you sell this month, on an item you can easily sell to every shop—not just to your regular customers, but every shop.

"There's not much time left to get many

Flash!

Bendix Buys Modern Plant in Davenport

Takes Possession Immediately; Joins Other Leading Firms Selecting This Community for Expansion Program

Bendix Aviation Corp. of Detroit has purchased the Victor Animatograph plant in Davenport. The plant is one of the most modern in the entire midwest.

Bendix' selection of Davenport is another indication of the progressiveness which is inspired by the city's strategic location in the heart of the wealthy midwestern market. Bendix joins Aluminum Company of America, J. I. Case Co., Burry Biscuit Co., and other leaders in diversified industries in selecting Davenport as the logical site for expansion.

Bendix took possession of the plant immediately and has already started work on a program which is expected to increase the number of employees from 265 to 2,000.

Just as business is buying plants in Davenport to profit . . . make it your business to buy space in the Davenport Newspapers to build advertising dollars into greater profits.

ONLY

The Davenport Newspapers

SERVE THE ENTIRE QUAD-CITY TRADING AREA

Davenport Rock Island Moline East Moline

THE DAILY TIMES

THE DEMOCRAT & LEADER

DAVENPORT, IOWA

Represented by Jann & Kelley, Inc.

extra points. Talk Shampoo Whip. Show Shampoo Whip. Let every beautician read this broadside. You'll win two ways—extra points and extra business."

Dealers got their full share of spur-on material, too. One headed "Here's a Hot Tip on One of the Deals for November" carried this highly specific suggestion:

"Make a list of *every shop* in each salesman's territory. Include the names of shops that are not buying from you as well as regular customers.

Have your men check off each day the shops to whom they show the deals and which shops bought.

"They will be surprised how much extra business this systematic combing of the territory will develop . . . You will be, too!"

During the final week, a mailing piece was sent to each salesman, urging that he put on the final sprint that wins a race and makes a champion. Here was their last week to win prize points. The piece was headed:

"It's Half Past November Already!"

This letter went to the dealers:

"Has each salesman won at least two prizes? There's something wrong if he hasn't! Better check up on each salesman's record for the last two months. Sales should be recorded as best ever!"

"Such campaigns do more than just sell increased amount of goods for the time of the contest," says Mr. Kaplan. Basing his statement on the experience of many such promotions, he makes this point:

"Promotions of this nature have a carry-over benefit that lasts long after the campaign has ended. A valuable and wanted prize, conspicuously placed in the home, is a daily reminder of the name 'Helene Curtis.' Every time the salesman sees it, a warm glow comes into his heart. The same thing happens to his wife and children. A premium program can be run for a longer period of time with greater sustained interest, and each additional campaign gets bigger and bigger results. In my opinion, it is far superior to the usual contest in which there are only a few winners but many losers—where the average salesman is always left out. The usual contest slacks up as few outrun the many and diminishing sales result. I want a program in which every salesman wins."



"This is the plant that supplies the Growing Greensboro Market!"

YOU CAN HAVE BIG SALES, TOO, in North Carolina—the South's leading state! With 1/6 of the state's population, the Greensboro 12-County ABC Area accounts for 1/5 of all retail and food sales*. . . . And here's further proof of consumer concentration in this booming market: Greensboro has a greater population within a 50-mile radius than any other Southeastern city—and is one of the most important distribution centers of the South**. . . . You can get coverage and penetration of this market with the GREENSBORO NEWS and RECORD. . . .

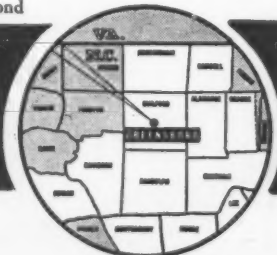
The only medium with 70% coverage in the Greensboro 12-County ABC Area, and selling influence in over half of North Carolina!

*Sales Management

**Federal Reserve Bank of Richmond

*Greensboro
News and Record*

GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.



Coming . . .

What People-Building

Does for Grand Union

Dealers Give Bendix

Real McCoy Answers

Sales Acts That Cause

Needless Resistance

The Oregonian Celebrates 100 Pioneering Years

Newspaper that grew with the region dramatizes the Oregon Territory's century.

Breaking away from tradition in observing Centennials, *The* (Portland) *Oregonian* has marked its 100-year anniversary with a month-long program. During the entire month of December, readers received a daily 100-year picture page, plus special features and flashbacks recapturing the drama of events that made headlines during the century. With a total of some 1,500 news pages during the month the newspaper has become a vivid encyclopedia of history and human interest covering the days of the early West through to recent events.

Expressing the viewpoint of the entire staff, Robert C. Notson, managing editor, said, "*The Oregonian* did not desire to mark such a milestone by issuing a paper noticeable mainly by its bulk."

Referring to the month-long celebration, M. J. Fry, general manager, stated, "In this way only would the full brilliance of the region's century, its events and people, be adequately covered."

As a result, editorial, circulation and promotion efforts were all directed toward making December a Centennial month.

Headlines Live Again

Under the direction of promotion manager George P. Griffis, transit dash cards, vendor cards, bumper banners, lapel badges and special sales material, carrying the theme: "100 Years of Headlines—Live Again in *The Oregonian*" were prepared. Live and transcribed spots saturated four radio stations during the latter part of November. Front page teaser boxes and announcement ads were carried in *The Oregonian*.

A special 120-page birthday edition, Monday, December 4, officially launched the Centennial observance.

Four top carrier-salesmen carried advance proofs of the paper to the governors, of Idaho, Washington, British Columbia and Oregon, the States and territory which comprised the Oregon Territory when the newspaper was born.

An "oldest reader" contest was conducted. The first *Oregonian* press, a 145-year old Ramage hand press, was returned to the newspaper from

the Washington State Museum. It had been used for several early California papers, and was sent to Portland from Monterey in 1850.

The story of *The Oregonian* is the history of the pioneer Oregon country itself. From a two-man force of Thomas J. Dryer, founding editor, and his assistant, Henry L. Pittock, in 1850, the paper has multiplied to a staff of nearly 700, more people than were in Portland a century ago. From scarcely 200 subscribers, circulation has climbed to a few under a quarter-million.

Before 1865 *The Oregonian* had brought the first direct wire telegraph news from across the nation. It was one of the first three newspapers in the country to set up a special women's department. *The Oregonian* is a charter member of the Associated Press, and it pioneered Wirephoto in the Northwest.

In 1940 the paper won the University of Missouri award, which cited *The Oregonian* as "more than a city newspaper—a tradition in the Northwest and a part of the life of the region."

Do you know that drugs and sundries are big business in

SAN DIEGO

\$11,129,000

| | |
|--------------------|--------------|
| San Antonio, Texas | \$11,179,000 |
| Richmond, Virginia | \$12,734,000 |
| Toledo, Ohio | \$11,423,000 |
| Nashville, Tenn. | \$8,732,000 |
| Omaha, Nebraska | \$11,522,000 |
| Dayton, Ohio | \$8,121,000 |
| Des Moines, Iowa | \$9,897,000 |
| Columbus, Ohio | \$12,017,000 |
| Newark, N. J. | \$13,642,000 |
| Rochester, N. Y. | \$10,670,000 |



Just picture a market of over a half million people (535,967 in San Diego County, U. S. Census) with 414,371 living in a radius of 15 miles from the Civic Center.

Picture San Diego 125 miles south of Los Angeles (33 miles greater than the distance from New York to Philadelphia). Do this and you will realize that you need the concentration of San Diego Union and Evening Tribune circulation to successfully sell this isolated market. Then remember that your advertising dollars are more effective here because just one "buy" delivers saturation coverage.

Decide now that San Diego belongs in your West Coast sales plan.

Ask the West-Holliday man

Data from 1950 S. M. Survey of Buying Power, Drug Store Sales

San Diego UNION and EVENING TRIBUNE

Morning, Evening and Sunday
in California's New Major Market

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., Inc.

New York • Detroit • Chicago • Denver • Seattle • Portland • San Francisco • Los Angeles

Population Shifts in Metropolitan Areas, 1940-1950

Metropolitan America—those areas dominated by a central city of 50,000 or more—registered a population gain nearly half again as large percentage-wise as the balance of the country during the 1940-1950 period. Among the types of metropolitan areas, those in the 250,000-499,999 size bracket registered the greatest increase. Their gain of 30.2% compares with a 21.0% gain for all metropolitan areas and 14.5% for the nation as a whole.

Almost without exception the greatest gains of all occurred in the outlying sections of each area: in the suburban, small town or rural districts outside the central cities.

The Bureau of the Census is the source of all population figures used, with ranking tables computed by the Statistical Department of SALES MANAGEMENT.

As discussed in the November 10 issue of SALES MANAGEMENT (pps. 138-146) each standard metropolitan area, in accordance with recent decisions taken by Government officials, contains at least one city of 50,000 or more persons in 1950. Each area comprises the county containing the central city (or cities) and any other contiguous county considered by the Government authorities to be closely integrated with that city. SM has applied this principle even in the case of 17 New England areas, which the Government, yielding to local pressures, defined in terms of townships despite the obvious marketing difficulties inherent in the use of townships. Thus, SM found it necessary to con-

solidate these 17 New England township areas into 11 areas which follow county lines, thus reducing the 168 officially recognized areas to 162 standard metropolitan county areas.

As in the case of retail sales (treated in the November 10 issue of SM) the 162 areas are presented in four groups, arranged according to size of central city: Group I for areas with central cities with over 500,000 persons in 1950; Group II for those with central cities having between 250,000 and 499,999 persons; Group III for those with central cities between 100,000 and 249,999; Group IV for those with central cities between 50,000 and 99,999. In addition to group rankings, each area carries a ranking in the U.S. as a whole, ranging from 1 to 162 in the order of magnitude of population in both 1940 and 1950.

25 Additional Markets

However, in addition to these 162 areas, SM has added 25 areas which, while not yet officially recognized as metropolitan areas, conform very closely to the standards governing the definition of such areas. It is from this fifth group of "potential" market areas that any new "official" areas will be drawn in the next decade. In addition to the 24 potential areas described in the November 10 issue of SM, we have added here the area of Newport News, which for many marketing purposes has and can be considered part of the Norfolk-Portsmouth area (Group III), although

Government officials have decided (in our opinion ill-advisedly) to detach and eliminate Newport News from the Norfolk-Portsmouth area.

For these new areas, SM has devised a set of population rankings in the U. S. as a whole that will supplement but will not conflict with the rankings ranging from 1 to 162 for the 162 officially recognized areas. To illustrate, Elmira, which is a market area with 86.8 thousand persons in 1950, was not recognized by Government officials as a metropolitan area because the city of Elmira fell about 300 short of the required 50,000. The area thus falls between Lima (pop. 87.7 thousand) and Amarillo (pop. 86.6 thousand) with respective rankings of 156 and 157. We thus assign Elmira a ranking of 156a in order to indicate where it falls and at the same time retain the proper rankings for those concerned solely with the rankings of the officially recognized areas. Where more than one "unofficial" area falls between two "official" ones, we employ a,b,c, etc., for separate identification.

Where an area (in any group) consists of two or more counties, the county data is shown indented, following "balance of area," as illustrated by Arundel and Baltimore in the BALTIMORE metropolitan area.

If an area consists of only one county, as in the case of Houston, the area figure is, of course, the county figure also, and to avoid repetition of figures, the name of the county is inserted in parentheses following "area."

1. CENTRAL CITIES OVER 500,000

| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | | STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|---|-------|-----------------------------------|---------|--------------------|--------------------|------------------|------|-----------------------------------|-----------|------------------------------------|---------|--------------------|--------------------|------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 |
| City and County | | | | | | | | City and County | | | | | | | |
| Baltimore..... | Md. | | | | | | | Buffalo..... | N. Y. | | | | | | |
| Area..... | Md. | 1,320.8 | 1,083.3 | 21.9 | 12 | 12 | 11 | Area..... | N. Y. | 1,085.6 | 958.5 | 13.3 | 14 | 14 | 13 |
| Central City..... | Md. | 940.2 | 859.1 | 9.4 | 7 | 7 | 8 | Central City..... | N. Y. | 577.4 | 575.9 | 0.3 | 15 | 15 | 14 |
| Balance of Area..... | Md. | 380.6 | 224.2 | 69.8 | .. | .. | .. | Balance of Area..... | N. Y. | 508.2 | 382.6 | 32.8 | .. | .. | .. |
| Anne Arundel..... | Md. | 111.2 | 68.4 | 62.6 | .. | .. | .. | Erie..... | N. Y. | 895.6 | 798.4 | 12.2 | .. | .. | .. |
| Baltimore (includes City of Baltimore)..... | Md. | 1,209.6 | 1,014.9 | 19.2 | .. | .. | .. | Niagara..... | N. Y. | 190.0 | 160.1 | 18.7 | .. | .. | .. |
| Boston..... | Mass. | | | | | | | Chicago..... | Ill. | | | | | | |
| Area..... | Mass. | 2,858.1 | 2,656.1 | 7.6 | 6 | 6 | 5 | Area..... | Ill.-Ind. | 5,475.5 | 4,825.5 | 13.5 | 2 | 2 | 2 |
| Central City..... | Mass. | 790.9 | 770.8 | 2.6 | 12 | 12 | 11 | Central City..... | Ill. | 3,606.4 | 3,396.8 | 6.2 | 2 | 2 | 2 |
| Balance of Area..... | Mass. | 2,067.2 | 1,885.3 | 9.6 | .. | .. | .. | Balance of Area..... | Ill.-Ind. | 1,869.1 | 1,428.7 | 30.8 | .. | .. | .. |
| Essex..... | Mass. | 531.1 | 496.3 | 5.0 | .. | .. | .. | Cook..... | Ill. | 4,492.6 | 4,063.3 | 10.6 | .. | .. | .. |
| Middlesex..... | Mass. | 1,059.9 | 971.4 | 9.1 | .. | .. | .. | Du Page..... | Ill. | 153.9 | 103.5 | 48.7 | .. | .. | .. |
| Norfolk..... | Mass. | 391.0 | 325.2 | 20.2 | .. | .. | .. | Kane..... | Ill. | 149.9 | 130.2 | 15.1 | .. | .. | .. |
| Buffalo..... | Mass. | 886.1 | 863.2 | 2.6 | .. | .. | .. | | | | | | | | |

33.5% better coverage of the 196,628 homes* in DALLAS COUNTY

| | |
|------------------------|--------------|
| The Times Herald | 124,357 |
| The News | 93,123 |
| | <hr/> 31,234 |



THE TIMES HERALD
KRLL: AM, FM, TV—CBS Outlet Dallas-Fort Worth
First in Dallas

The Times Herald also is first — year after year — in total advertising linage and in most categories of linage.

12.1% better coverage of the 406,472 homes* in THE DALLAS MARKET

| | |
|------------------------|--------------|
| The Times Herald | 136,495 |
| The News | 121,668 |
| | <hr/> 14,827 |





OUT ON A LIMB

YOUR

N
g
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S



PITTSBURGH is 8th in AMERICA

Among Metropolitan Areas
in Sales Management's 1950
Survey of Buying Power

- IN POPULATION
- TOTAL RETAIL SALES
- NET EFFECTIVE
BUYING INCOME

* The real Pittsburgh market of today extends beyond the obsolete city limits to the rapidly growing, well-integrated, solidly based economic unit surrounding the central zone. In the Pittsburgh Metropolitan Area Sales Management's study reveals that 1950 population of the Central City was up only 0.3% over 1940, while the balance of this area gained 8.6%. The largest daily newspaper coverage of this Metropolitan Area is far less than half, and also far less than half—only 40.5%—of City and Retail Trading Area population.

ALIMB IN Pittsburgh?

YOUR "EAGER BEAVER" COMPETITION LOVES TO CATCH YOU

UNAWARE THAT ONE PAPER MAY BLANKET SOME MARKETS

BUT HERE IT COVERS ONLY

4 out of 10*

No home office can keep up a salesman's morale by giving him less than half the support extended in other cities. And no agency can expect him to impress distributors with advertising that covers less than half their primary market. That's why your competition is chuckling—and sawing—if you don't realize that Pittsburgh demands TWO papers for comparable coverage, and justifies two with its huge volume. For the best combination at lowest cost, every Pittsburgh survey ever taken—of any income group—recommends the Sun-Telegraph with the other Pittsburgh evening paper.

WHY *Penalize* YOUR SALES IN PITTSBURGH?

Coverages based on Publishers' Statements, 6 mos. ending March 31, 1950, and population estimates from Standard Rate & Data 1949-1950 Consumer Markets Issue. (1948 ABC City percent gains over 1940 Census applied to populations of Retail Trading Areas.)

| Largest Daily Newspaper | % Coverage City & Retail Trading Area |
|-----------------------------------|---------------------------------------|
| DENVER POST (e)..... | 98.7 |
| KANSAS CITY STAR (e)..... | 86.5 |
| BUFFALO NEWS (e)..... | 81.1 |
| WASH., D.C. TIMES-HERALD (d)..... | 66.2 |
| PHILADELPHIA BULLETIN (e)..... | 58.3 |
| LOUISVILLE TIMES (e)..... | 57.2 |
| CLEVELAND PRESS (e)..... | 50.0 |
| PITTSBURGH PRESS (e)..... | 40.5 |

Pittsburgh Sun-Telegraph

A HEARST NEWSPAPER

Represented Nationally by Hearst Advertising Service • Offices in Principal Cities

National Advertisers
are switching to the
EVENING SUN-TELEGRAPH

NATIONAL 2-PAPER BUYS IN PITTSBURGH 1,000 Line Base Paper Minimum

| Combinations | 1946 | 1947 | 1948 | 1949 |
|--------------|------|------|------|------|
| TWO EVE. | 85 | 104 | 119 | 152 |
| MORN.-EVE. | 100 | 73 | 75 | 63 |

1. CENTRAL CITIES OVER 500,000—(Continued)

| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|---|----------|--|----------|-----------------------------|-----------------------------|---------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 |
| | | | | | | | |
| City and County | | 1950 | 1940 | | | 1950 | 1940 |
| Chicago (Continued) | | | | | | | |
| Lake..... | Ill. | 178.5 | 121.1 | 47.4 | .. | .. | .. |
| Will..... | Ill. | 134.5 | 114.2 | 17.8 | .. | .. | .. |
| Lake..... | Ind. | 366.1 | 293.2 | 24.9 | .. | .. | .. |
| Cincinnati..... | Ohio | | | | | | |
| Area..... | Ohio-Ky. | 898.0 | 787.0 | 14.1 | 15 | 15 | 15 |
| Central City..... | Ohio | 500.5 | 455.6 | 9.9 | 18 | 18 | 17 |
| Balance of Area..... | Ohio-Ky. | 397.6 | 330.4 | 20.3 | .. | .. | .. |
| Hamilton..... | Ohio | 718.8 | 622.0 | 15.6 | .. | .. | .. |
| Campbell..... | Ky. | 75.2 | 71.9 | 4.6 | .. | .. | .. |
| Kenton..... | Ky. | 104.0 | 93.1 | 11.7 | .. | .. | .. |
| Cleveland..... | Ohio | | | | | | |
| Area..... | Ohio | 1,453.6 | 1,267.3 | 14.7 | 11 | 11 | 10 |
| Central City..... | Ohio | 905.6 | 878.3 | 3.1 | 8 | 8 | 7 |
| Balance of Area..... | Ohio | 548.0 | 389.0 | 40.9 | .. | .. | .. |
| Cuyahoga..... | Ohio | 1,378.2 | 1,217.3 | 13.2 | .. | .. | .. |
| Lake..... | Ohio | 75.4 | 50.0 | 50.6 | .. | .. | .. |
| Detroit..... | Mich. | | | | | | |
| Area..... | Mich. | 2,973.1 | 2,377.3 | 25.1 | 5 | 5 | 6 |
| Central City..... | Mich. | 1,838.5 | 1,623.5 | 13.2 | 5 | 5 | 4 |
| Balance of Area..... | Mich. | 1,134.6 | 753.8 | 50.5 | .. | .. | .. |
| Macomb..... | Mich. | 184.3 | 107.6 | 71.2 | .. | .. | .. |
| Oakland..... | Mich. | 393.5 | 254.1 | 54.9 | .. | .. | .. |
| Wayne..... | Mich. | 2,395.3 | 2,015.6 | 18.8 | .. | .. | .. |
| Houston..... | Texas | | | | | | |
| Area (Harris)..... | Texas | 802.1 | 529.0 | 51.6 | 17 | 18 | 20 |
| Central City..... | Texas | 594.3 | 384.5 | 54.6 | 15 | 15 | 20 |
| Balance of Area..... | Texas | 207.8 | 144.5 | 43.8 | .. | .. | .. |
| Los Angeles..... | Cal. | | | | | | |
| Area..... | Cal. | 4,339.2 | 2,916.4 | 48.8 | 3 | 3 | 4 |
| Central City..... | Cal. | 1,957.7 | 1,504.3 | 30.1 | 4 | 4 | 5 |
| Balance of Area..... | Cal. | 2,381.5 | 1,412.1 | 68.6 | .. | .. | .. |
| Los Angeles..... | Cal. | 4,125.2 | 2,785.6 | 48.1 | .. | .. | .. |
| Orange..... | Cal. | 214.1 | 130.8 | 63.7 | .. | .. | .. |
| Milwaukee..... | Wis. | | | | | | |
| Area (Milwaukee)..... | Wis. | 863.9 | 766.9 | 12.7 | 16 | 16 | 16 |
| Central City..... | Wis. | 632.7 | 587.5 | 7.7 | 14 | 14 | 14 |
| Balance of Area..... | Wis. | 231.2 | 179.4 | 28.9 | .. | .. | .. |
| Minneapolis-St. Paul..... | Minn. | | | | | | |
| Area..... | Minn. | 1,107.5 | 940.9 | 17.7 | 13 | 13 | 14 |
| Central Cities..... | Minn. | 826.8 | 780.1 | 5.1 | 10 | 10 | 10 |
| Balance of Area..... | Minn. | 280.7 | 160.8 | 40.7 | .. | .. | .. |
| Anoka..... | Minn. | 35.6 | 22.4 | 58.4 | .. | .. | .. |
| Dakota..... | Minn. | 49.0 | 39.7 | 23.7 | .. | .. | .. |
| Hennepin..... | Minn. | 669.6 | 568.9 | 17.7 | .. | .. | .. |
| Ramsey..... | Minn. | 353.2 | 309.9 | 14.0 | .. | .. | .. |
| New Orleans..... | La. | | | | | | |
| Area..... | La. | 681.0 | 552.2 | 23.3 | 18 | 21 | 19 |
| Central City..... | La. | 567.3 | 494.5 | 14.7 | 17 | 17 | 16 |
| Balance of Area..... | La. | 113.7 | 57.7 | 97.2 | .. | .. | .. |
| Jefferson..... | La. | 102.7 | 50.4 | 103.6 | .. | .. | .. |
| Orleans..... | La. | 567.3 | 494.5 | 14.7 | .. | .. | .. |
| St. Bernard..... | La. | 11.1 | 7.3 | 52.3 | .. | .. | .. |
| New York-N. E. | N. Y.- | | | | | | |
| New Jersey..... | N. J. | | | | | | |
| Area..... | NY-NJ | 12,831.9 | 11,660.8 | 10.0 | 1 | 1 | 1 |
| Central Cities (New | | | | | | | |
| York, Newark, Jersey | | | | | | | |
| City)..... | N. Y. | 8,573.4 | 8,193.3 | 5.1 | 1 | 1 | 1 |
| Balance of Area..... | NY-NJ | 4,258.5 | 3,467.5 | 18.8 | .. | .. | .. |
| Bronx..... | N. Y. | 1,444.9 | 1,394.7 | 3.6 | .. | .. | .. |
| Kings..... | N. Y. | 2,716.3 | 2,698.3 | 0.7 | .. | .. | .. |
| New York..... | N. Y. | 1,936.5 | 1,889.9 | 2.5 | .. | .. | .. |
| Queens..... | N. Y. | 1,546.3 | 1,297.6 | 19.2 | .. | .. | .. |
| Richmond..... | N. Y. | 191.0 | 174.4 | 9.5 | .. | .. | .. |
| Nassau..... | N. Y. | 666.3 | 406.7 | 63.8 | .. | .. | .. |
| Rockland..... | N. Y. | 89.0 | 74.3 | 19.9 | .. | .. | .. |
| Suffolk..... | N. Y. | 272.4 | 197.4 | 38.0 | .. | .. | .. |
| Westchester..... | N. Y. | 623.0 | 573.6 | 8.6 | .. | .. | .. |
| New York-N. E.- | | | | | | | |
| New Jersey—(Cont'd) | | | | | | | |
| Bergen..... | N. J. | 536.3 | 409.6 | 30.9 | .. | .. | .. |
| Essex..... | N. J. | 900.9 | 837.3 | 7.6 | .. | .. | .. |
| Hudson..... | N. J. | 646.1 | 652.0 | -0.9 | .. | .. | .. |
| Middlesex..... | N. J. | 264.7 | 217.1 | 21.9 | .. | .. | .. |
| Morris..... | N. J. | 164.6 | 125.7 | 30.9 | .. | .. | .. |
| Passaic..... | N. J. | 337.3 | 309.4 | 9.0 | .. | .. | .. |
| Somerset..... | N. J. | 98.7 | 74.4 | 32.7 | .. | .. | .. |
| Union..... | N. J. | 397.6 | 328.3 | 21.1 | .. | .. | .. |
| Oakland—See San Fran- | | | | | | | |
| cisco | | | | | | | |
| Philadelphia..... | Pa. | | | | | | |
| Area..... | Pa.- | | | | | | |
| N. J. | 3,660.7 | 3,199.6 | 14.4 | 4 | 4 | 3 | |
| Central City..... | Pa. | 2,064.8 | 1,931.3 | 6.9 | 3 | 3 | 3 |
| Balance of Area..... | Pa.-N.J. | 1,595.9 | 1,268.3 | 25.8 | .. | .. | .. |
| Bucks..... | Pa. | 144.2 | 107.7 | 33.9 | .. | .. | .. |
| Chester..... | Pa. | 158.7 | 135.6 | 17.0 | .. | .. | .. |
| Delaware..... | Pa. | 413.1 | 310.8 | 32.9 | .. | .. | .. |
| Montgomery..... | Pa. | 352.0 | 289.2 | 21.7 | .. | .. | .. |
| Philadelphia..... | Pa. | 2,064.8 | 1,931.3 | 6.9 | .. | .. | .. |
| Burlington..... | N. J. | 135.9 | 97.0 | 40.1 | .. | .. | .. |
| Camden..... | N. J. | 300.3 | 255.7 | 17.4 | .. | .. | .. |
| Gloucester..... | N. J. | 91.7 | 72.2 | 27.0 | .. | .. | .. |
| Pittsburgh..... | Pa. | | | | | | |
| Area..... | Pa. | 2,205.5 | 2,082.6 | 5.9 | 8 | 8 | 7 |
| Central City..... | Pa. | 673.8 | 671.6 | 0.3 | 13 | 13 | 12 |
| Balance of Area..... | Pa. | 1,531.7 | 1,411.0 | 8.6 | .. | .. | .. |
| Allegheny..... | Pa. | 1,508.3 | 1,411.5 | 6.9 | .. | .. | .. |
| Beaver..... | Pa. | 175.0 | 156.8 | 11.6 | .. | .. | .. |
| Washington..... | Pa. | 209.0 | 210.9 | -0.9 | .. | .. | .. |
| Westmoreland..... | Pa. | 313.3 | 303.4 | 3.3 | .. | .. | .. |
| St. Louis..... | Mo. | | | | | | |
| Area..... | Mo.-Ill. | 1,673.5 | 1,432.1 | 16.9 | 9 | 9 | 9 |
| Central City..... | Mo. | 852.6 | 816.0 | 4.5 | 9 | 9 | 9 |
| Balance of Area..... | Mo.-Ill. | 820.9 | 616.1 | 33.2 | .. | .. | .. |
| St. Charles..... | Mo. | 29.8 | 25.6 | 16.5 | .. | .. | .. |
| St. Louis (includes | | | | | | | |
| City of St. Louis)..... | Mo. | 1,257.0 | 1,090.2 | 15.3 | .. | .. | .. |
| Madison..... | Ill. | 181.5 | 149.3 | 21.6 | .. | .. | .. |
| St. Clair..... | Ill. | 205.2 | 166.9 | 22.9 | .. | .. | .. |
| St. Paul—See Minne- | | | | | | | |
| apolis-St. Paul | | | | | | | |
| San Francisco-Oakland..... | Cal. | | | | | | |
| Area..... | Cal. | 2,214.2 | 1,461.8 | 51.5 | 7 | 7 | 8 |
| Central Cities..... | Cal. | 1,141.3 | 936.7 | 21.8 | 6 | 6 | 6 |
| Balance of Area..... | Cal. | 1,072.9 | 525.1 | 104.3 | .. | .. | .. |
| Alameda..... | Cal. | 734.0 | 513.0 | 43.1 | .. | .. | .. |
| Contra Costa..... | Cal. | 297.4 | 100.5 | 196.1 | .. | .. | .. |
| Marin..... | Cal. | 85.2 | 52.9 | 61.1 | .. | .. | .. |
| San Francisco..... | Cal. | 760.8 | 634.5 | 19.9 | .. | .. | .. |
| San Mateo..... | Cal. | 234.1 | 111.8 | 109.4 | .. | .. | .. |
| Solano..... | Cal. | 102.8 | 49.1 | 109.2 | .. | .. | .. |
| Washington..... | D. C. | | | | | | |
| Area..... | D. C.- | | | | | | |
| Md.-Va | 1,457.6 | 968.0 | 50.6 | 10 | 10 | 12 | |
| Central City..... | D. C. | 797.7 | 663.1 | 20.3 | 11 | 11 | 13 |
| Balance of Area..... | D. C.- | | | | | | |
| Md.-Va. | 659.9 | 304.9 | 116.4 | .. | .. | .. | |
| District of Columbia | | 797.7 | 663.1 | 20.3 | .. | .. | .. |
| Montgomery..... | Md. | 133.7 | 83.9 | 95.1 | .. | .. | .. |
| Prince George..... | Md. | 193.8 | 89.5 | 116.6 | .. | .. | .. |
| Arlington (includes | | | | | | | |
| cities of | | | | | | | |
| Alexandria and | | | | | | | |
| Falls Church)..... | Va. | 204.1 | 93.1 | 119.2 | .. | .. | .. |
| Fairfax..... | Va. | 98.2 | 38.3 | 156.2 | .. | .. | .. |
| Group 1, Area Totals | | 47,901.8 | 40,465.3 | 18.4 | .. | .. | .. |

IN
A.
1940

According to the People...

THE TIMES-HERALD
IS FIRST PAPER
IN WASHINGTON

let's not argue with the People!

NET PAID CIRCULATION
WASHINGTON DAILY NEWSPAPERS

A. B. C. Statements for 6 months ending
September 30, 1950

| | |
|--------------------|---------|
| Times-Herald | 280,526 |
| The Star | 225,237 |
| The Post | 187,555 |
| The News | 132,013 |

Times  Herald
WASHINGTON, D. C.

National Representative: Geo. A. McDevitt Co.

FIRST IN CIRCULATION • FIRST IN GROWTH FROM 1940 to 1950

JANUARY 1, 1951

2. CENTRAL CITIES—250,000-499,999

| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (In thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | | STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (In thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|-----------------------------------|----------------|---------------------------------------|-------|--------------------|--------------------|------------------|------|---|--------------|---------------------------------------|---------|--------------------|--------------------|------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 |
| City and County | | | | | | | | City and County | | | | | | | |
| Akron | Ohio | | | | | | | Portland (Continued) | | | | | | | |
| Area (Summit)..... | Ohio | 408.0 | 339.4 | 20.2 | 16 | 44 | 44 | Clackamas..... | Ore. | 86.6 | 57.1 | 51.5 | .. | .. | .. |
| Central City..... | Ohio | 273.2 | 244.8 | 11.6 | 17 | 37 | 36 | Multnomah..... | Ore. | 468.6 | 355.1 | 32.0 | .. | .. | .. |
| Balance of Area..... | Ohio | 134.8 | 94.6 | 42.5 | .. | .. | .. | Washington..... | Ore. | 61.2 | 39.2 | 56.2 | .. | .. | .. |
| Atlanta | Ga. | | | | | | | Clark..... | Wash. | 84.8 | 49.9 | 70.2 | .. | .. | .. |
| Area..... | Ga. | 664.0 | 518.1 | 28.2 | 5 | 23 | 21 | Providence | R. I. | | | | | | |
| Central City..... | Ga. | 327.1 | 302.3 | 8.2 | 12 | 30 | 27 | Area..... | R. I. | 679.7 | 634.1 | 7.2 | 4 | 22 | 18 |
| Balance of Area..... | Ga. | 336.9 | 215.8 | 56.1 | .. | .. | .. | Central City..... | R. I. | 247.7 | 253.5 | -2.3 | 18 | 41 | 35 |
| Cobb..... | Ga. | 61.7 | 38.3 | 61.3 | .. | .. | .. | Balance of Area..... | R. I. | 432.0 | 380.6 | 13.5 | .. | .. | .. |
| De Kalb..... | Ga. | 134.9 | 86.9 | 55.2 | .. | .. | .. | Bristol..... | R. I. | 29.0 | 25.5 | 13.7 | .. | .. | .. |
| Fulton..... | Ga. | 467.4 | 392.9 | 19.0 | .. | .. | .. | Kent..... | R. I. | 77.7 | 58.3 | 33.2 | .. | .. | .. |
| Birmingham | Ala. | | | | | | | Providence..... | R. I. | 573.0 | 550.3 | 4.1 | .. | .. | .. |
| Area (Jefferson)..... | Ala. | 554.2 | 459.9 | 20.5 | 9 | 27 | 29 | Rochester | N. Y. | | | | | | |
| Central City..... | Ala. | 298.7 | 267.6 | 11.6 | 15 | 33 | 32 | Area (Monroe)..... | N. Y. | 484.9 | 438.2 | 10.6 | 14 | 39 | 33 |
| Balance of Area..... | Ala. | 255.5 | 192.3 | 32.9 | .. | .. | .. | Central City..... | N. Y. | 331.3 | 325.0 | 1.9 | 11 | 29 | 22 |
| Columbus | Ohio | | | | | | | Balance of Area..... | N. Y. | 153.6 | 113.2 | 35.8 | .. | .. | .. |
| Area (Franklin)..... | Ohio | 501.9 | 388.7 | 29.1 | 12 | 36 | 38 | San Antonio | Texas | | | | | | |
| Central City..... | Ohio | 374.8 | 306.1 | 22.4 | 8 | 26 | 25 | Area (Bexar)..... | Texas | 496.1 | 338.2 | 46.7 | 13 | 37 | 45 |
| Balance of Area..... | Ohio | 127.1 | 82.6 | 53.9 | .. | .. | .. | Central City..... | Texas | 406.8 | 253.9 | 60.3 | 6 | 24 | 34 |
| Dallas | Texas | | | | | | | Balance of Area..... | Texas | 89.3 | 84.3 | 5.8 | .. | .. | .. |
| Area (Dallas)..... | Texas | 610.9 | 398.6 | 53.3 | 6 | 24 | 36 | San Diego | Cal. | | | | | | |
| Central City..... | Texas | 432.9 | 294.7 | 46.9 | 3 | 21 | 28 | Area (San Diego)..... | Cal. | 536.0 | 289.3 | 85.2 | 11 | 32 | 51 |
| Balance of Area..... | Texas | 178.0 | 103.9 | 72.2 | .. | .. | .. | Central City..... | Cal. | 321.5 | 203.3 | 58.1 | 13 | 31 | 45 |
| Denver | Colo. | | | | | | | Balance of Area..... | Cal. | 214.5 | 86.0 | 149.4 | .. | .. | .. |
| Area..... | Colo. | 560.4 | 407.8 | 37.4 | 8 | 26 | 35 | Seattle | Wash. | | | | | | |
| Central City..... | Colo. | 412.9 | 322.4 | 28.1 | 5 | 23 | 23 | Area (King)..... | Wash. | 726.5 | 505.0 | 43.9 | 2 | 19 | 22 |
| Balance of Area..... | Colo. | 147.5 | 85.4 | 72.8 | .. | .. | .. | Central City..... | Wash. | 463.0 | 368.3 | 25.7 | 1 | 19 | 21 |
| Adams..... | Colo. | 40.4 | 22.5 | 79.5 | .. | .. | .. | Balance of Area..... | Wash. | 263.5 | 136.7 | 92.8 | .. | .. | .. |
| Arapahoe..... | Colo. | 51.7 | 32.1 | 60.8 | .. | .. | .. | Toledo | Ohio | | | | | | |
| Denver..... | Colo. | 412.9 | 322.4 | 28.1 | .. | .. | .. | Area (Lucas)..... | Ohio | 392.6 | 344.3 | 14.0 | 17 | 47 | 43 |
| Jefferson..... | Colo. | 55.5 | 30.7 | 80.5 | .. | .. | .. | Central City..... | Ohio | 301.4 | 282.3 | 6.7 | 4 | 32 | 31 |
| Fort Worth | Texas | | | | | | | Balance of Area..... | Ohio | 91.2 | 62.0 | 47.1 | .. | .. | .. |
| Area (Tarrant)..... | Texas | 359.2 | 225.5 | 59.3 | 18 | 51 | 68 | Group 2, Area Totals | | 10,087.5 | 7,745.7 | 30.2 | .. | .. | .. |
| Central City..... | Texas | 277.0 | 177.7 | 55.9 | 16 | 36 | 50 | | | | | | | | |
| Balance of Area..... | Texas | 82.2 | 47.8 | 72.0 | .. | .. | .. | | | | | | | | |
| Indianapolis | Ind. | | | | | | | | | | | | | | |
| Area (Marion)..... | Ind. | 549.0 | 460.9 | 19.1 | 10 | 28 | 28 | 3. CENTRAL CITIES—100,000-249,999 | | | | | | | |
| Central City..... | Ind. | 424.7 | 387.0 | 9.7 | 4 | 22 | 19 | Albany-Schenectady- | | | | | | | |
| Balance of Area..... | Ind. | 124.3 | 73.9 | 68.2 | .. | .. | .. | Troy | N. Y. | | | | | | |
| Kansas City | Mo-Kans | | | | | | | Area..... | N. Y. | 512.5 | 465.6 | 10.1 | 5 | 34 | 27 |
| Area..... | Mo-Kans | 808.2 | 686.6 | 17.7 | 1 | 17 | 17 | Central Cities..... | N. Y. | 298.1 | 288.4 | 3.4 | 1 | 34 | 30 |
| Central City..... | Mo. | 453.3 | 399.2 | 13.6 | 2 | 20 | 18 | Balance of Area..... | N. Y. | 214.4 | 177.2 | 21.0 | .. | .. | .. |
| Balance of Area..... | Mo-Kans | 354.9 | 287.4 | 23.5 | .. | .. | .. | Albany..... | N. Y. | 238.2 | 221.3 | 7.6 | .. | .. | .. |
| Clay..... | Mo. | 44.6 | 30.4 | 46.6 | .. | .. | .. | Rensselaer..... | N. Y. | 131.7 | 121.8 | 8.1 | .. | .. | .. |
| Jackson..... | Mo. | 537.6 | 477.8 | 12.5 | .. | .. | .. | Schenectady..... | N. Y. | 142.6 | 122.5 | 16.5 | .. | .. | .. |
| Johnson..... | Kans. | 61.5 | 33.3 | 84.4 | .. | .. | .. | Allentown-Bethlehem- | | | | | | | |
| Wyandotte..... | Kans. | 164.6 | 145.1 | 13.5 | .. | .. | .. | Easton | Pa. | | | | | | |
| Louisville | Ky. | | | | | | | Area..... | Pa. | | | | | | |
| Area..... | Ky.-Ind. | 574.5 | 451.5 | 27.2 | 7 | 25 | 30 | Central Cities..... | N. J. | 434.9 | 396.7 | 9.6 | 9 | 42 | 37 |
| Central City..... | Ky. | 367.4 | 319.1 | 15.1 | 10 | 28 | 24 | Balance of Area..... | Pa. | 172.3 | 155.4 | 10.9 | 22 | 58 | 57 |
| Balance of Area..... | Ky.-Ind. | 207.1 | 132.4 | 56.4 | .. | .. | .. | Lehigh..... | Pa.-N.J. | 262.5 | 241.3 | 8.8 | .. | .. | .. |
| Jefferson..... | Ky. | 482.3 | 385.4 | 25.1 | .. | .. | .. | Northampton..... | Pa. | 196.7 | 177.5 | 10.8 | .. | .. | .. |
| Clark..... | Ind. | 48.3 | 31.0 | 55.7 | .. | .. | .. | Warren..... | Pa. | 183.7 | 169.0 | 8.7 | .. | .. | .. |
| Floyd..... | Ind. | 43.9 | 35.1 | 25.2 | .. | .. | .. | Austin..... | Texas | | | | | | |
| Memphis | Tenn. | | | | | | | Area (Travis)..... | Texas | 160.4 | 111.1 | 44.4 | 49 | 108 | 132 |
| Area (Shelby)..... | Tenn. | 480.2 | 358.3 | 34.0 | 15 | 40 | 42 | Central City..... | Texas | 132.0 | 87.9 | 50.1 | 34 | 72 | 90 |
| Central City..... | Tenn. | 394.0 | 292.9 | 34.5 | 7 | 25 | 29 | Balance of Area..... | Texas | 28.4 | 23.2 | 22.9 | .. | .. | .. |
| Balance of Area..... | Tenn. | 86.2 | 65.4 | 32.0 | .. | .. | .. | Baton Rouge | La. | | | | | | |
| Portland | Ore. | | | | | | | Area (East Baton Rouge)..... | La. | 156.5 | 88.4 | 77.0 | 51 | 112 | 141 |
| Area..... | Ore.-Wash. | 701.2 | 501.3 | 39.9 | 3 | 20 | 24 | Central City..... | La. | 124.0 | 34.7 | 257.0 | 43 | 81 | 159 |
| Central City..... | Ore. | 371.0 | 305.4 | 21.5 | 9 | 27 | 26 | Balance of Area..... | La. | 32.5 | 53.7 | -39.5 | .. | .. | .. |
| Balance of Area..... | Ore.-Wash. | 330.2 | 195.9 | 68.6 | .. | .. | .. | Bethlehem—See Allentown-Bethlehem-Easton | | | | | | | |

Among cities up to 500,000 population

KANSAS CITY

is

FIRST in Metropolitan Area Population
FIRST in Total Retail Sales
FIRST in Food Sales
FIRST in General Merchandise Sales
FIRST in Drug Sales
FIRST in Furniture, Household, Radio Sales
FIRST in Automotive Sales

A survey in the January 1, 1951 issue of Sales Management shows that, for cities up to 500,000 population, Kansas City is first in metropolitan area population with a count of 808,200, an increase of 17.7% in 10 years.

Here is additional proof of Kansas City's primary position as a retail market. Sales Management's previous survey, in its November 10, 1950 issue, shows that for metropolitan areas of cities up to 500,000 population, Kansas

City occupies top position in volume of total retail sales, as well as in each of five leading classifications of retail sales.

Here we have supremacy in population and supremacy in sales volume—an unbeatable combination.

To this may be added supremacy in newspaper coverage—The Kansas City Star has the most thorough circulation coverage, morning, evening and Sunday, of all daily newspapers.



HERE ARE THE SALES FIGURES FOR KANSAS CITY

(Sales Management Survey, November 10, 1950)

| | Volume of Sales. | % Increase Over 1939. | Rank in Volume in Group |
|-----------------------------------|------------------|-----------------------|-------------------------|
| Retail Sales | \$964,557,000 | 225 | 1 |
| Food Sales | 178,274,000 | 221 | 1 |
| General Merchandise Sales | 221,505,000 | 254 | 1 |
| Drug Sales | 49,897,000 | 162 | 1 |
| Furniture, Household, Radio Sales | 44,395,000 | 225 | 1 |
| Automotive Sales | 168,867,000 | 356 | 1 |

THE KANSAS CITY STAR

Evening—365,807

Morning—355,409

Sunday—380,250

Kansas City 1729 Grand Harrison 1200

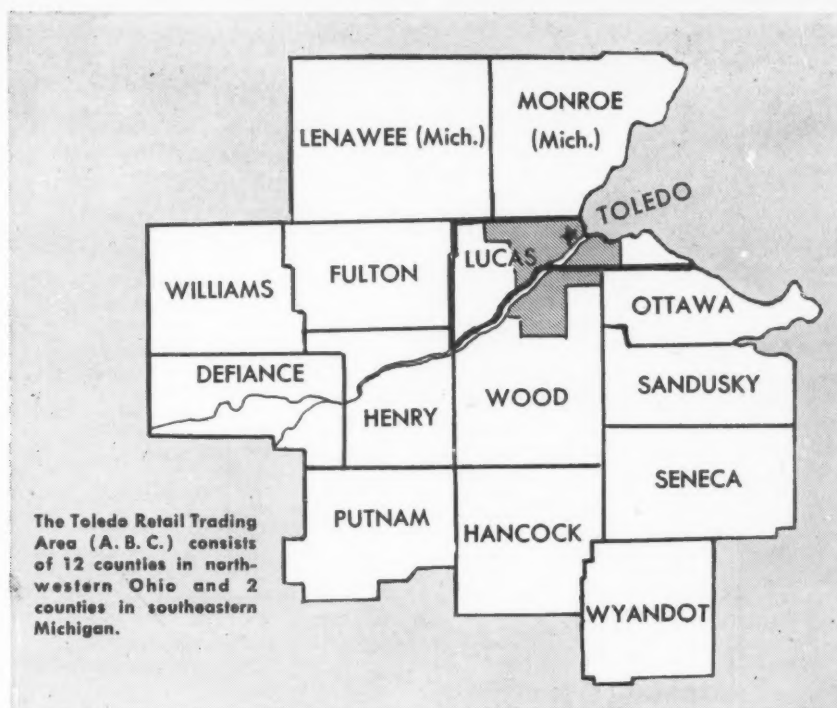
Chicago 202 S. State St. Webster 9-0532

New York 15 E. 40th St. LEXington 2-4588

3. CENTRAL CITIES—100,000-249,999—(Continued)

| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | | STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|--|----------------|--|-------|-----------------------------|-----------------------------|---------------------|------|---|-------|---|-------|-----------------------------|-----------------------------|---------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 |
| City and County | | | | | | | | City and County | | | | | | | |
| Bridgeport-Stamford- Norwalk..... | Conn. | | | | | | | Fort Wayne..... | Ind. | | | | | | |
| Area (Fairfield)..... | Conn. | 502.8 | 418.4 | 20.2 | 6 | 35 | 34 | Area (Allen)..... | Ind. | 182.9 | 155.1 | 17.9 | 46 | 99 | 02 |
| Central Cities..... | Conn. | 282.5 | 234.8 | 20.3 | 2 | 35 | 38 | Central City..... | Ind. | 132.8 | 118.4 | 12.2 | 33 | 71 | 69 |
| Balance of Area..... | Conn. | 220.5 | 183.6 | 20.0 | .. | .. | .. | Balance of Area..... | Ind. | 50.1 | 36.7 | 36.5 | .. | .. | .. |
| Canton..... | Ohio | | | | | | | Grand Rapids..... | Mich. | | | | | | |
| Area (Stark)..... | Ohio | 282.1 | 234.9 | 20.1 | 54 | 66 | 65 | Area (Kent)..... | Mich. | 287.0 | 246.3 | 16.5 | 22 | 64 | 61 |
| Central City..... | Ohio | 116.3 | 108.4 | 7.3 | 45 | 84 | 77 | Central City..... | Mich. | 175.6 | 164.3 | 6.9 | 20 | 56 | 55 |
| Balance of Area..... | Ohio | 165.8 | 126.5 | 31.1 | .. | .. | .. | Balance of Area..... | Mich. | 111.4 | 82.0 | 35.9 | .. | .. | .. |
| Charlotte..... | N. C. | | | | | | | Holyoke—See Springfield- Holyoke..... | | | | | | | |
| Area (Mecklenburg)..... | N. C. | 196.2 | 151.8 | 29.2 | 44 | 93 | 94 | Hartford-New Britain..... | Conn. | | | | | | |
| Central City..... | N. C. | 133.2 | 100.9 | 32.0 | 32 | 70 | 83 | Area (Hartford)..... | Conn. | 536.2 | 450.2 | 19.1 | 3 | 31 | 31 |
| Balance of Area..... | N. C. | 63.0 | 50.9 | 23.8 | .. | .. | .. | Central Cities..... | Conn. | 250.8 | 235.0 | 6.7 | 5 | 40 | 37 |
| Chattanooga..... | Tenn. | | | | | | | Balance of Area..... | Conn. | 285.4 | 215.2 | 32.6 | .. | .. | .. |
| Area..... | Tenn.- Ga. | 245.5 | 211.5 | 16.1 | 35 | 90 | 73 | Jacksonville..... | Fla. | | | | | | |
| Central City..... | Tenn. | 130.3 | 128.2 | 1.7 | 35 | 73 | 65 | Area (Duval)..... | Fla. | 302.7 | 210.1 | 44.1 | 21 | 60 | 74 |
| Balance of Area..... | Tenn.- Ga. | 115.2 | 83.3 | 38.3 | .. | .. | .. | Central City..... | Fla. | 203.4 | 173.1 | 17.5 | 15 | 51 | 50 |
| Hamilton..... | Tenn. | 207.3 | 180.5 | 14.8 | .. | .. | .. | Balance of Area..... | Fla. | 99.3 | 37.0 | 168.4 | .. | .. | .. |
| Walker..... | Ga. | 38.2 | 31.0 | 23.2 | .. | .. | .. | Knoxville..... | Tenn. | | | | | | |
| Corpus Christi..... | Texas | | | | | | | Area..... | Tenn. | 335.7 | 246.1 | 36.4 | 16 | 54 | 62 |
| Area (Nueces)..... | Texas | 164.6 | 92.7 | 77.7 | 48 | 106 | 137 | Central City..... | Tenn. | 124.2 | 111.6 | 11.3 | 42 | 80 | 73 |
| Central City..... | Texas | 108.1 | 57.3 | 88.6 | 51 | 92 | 132 | Balance of Area..... | Tenn. | 211.5 | 134.5 | 57.2 | .. | .. | .. |
| Balance of Area..... | Texas | 56.5 | 35.4 | 59.9 | .. | .. | .. | Anderson..... | Tenn. | 59.3 | 26.5 | 123.6 | .. | .. | .. |
| Dayton..... | Ohio | | | | | | | Blount..... | Tenn. | 54.6 | 41.1 | 32.7 | .. | .. | .. |
| Area..... | Ohio | 453.2 | 331.3 | 36.8 | 8 | 41 | 46 | Knox..... | Tenn. | 221.8 | 178.5 | 24.3 | .. | .. | .. |
| Central City..... | Ohio | 243.1 | 210.7 | 15.4 | 8 | 44 | 41 | Little Rock..... | Ark. | | | | | | |
| Balance of Area..... | Ohio | 210.1 | 120.6 | 74.2 | .. | .. | .. | Area (Pulaski)..... | Ark. | 192.9 | 156.1 | 23.6 | 45 | 95 | 91 |
| Greene..... | Ohio | 56.6 | 35.9 | 57.9 | .. | .. | .. | Central City..... | Ark. | 143.5 | 109.2 | 31.5 | 27 | 65 | 76 |
| Montgomery..... | Ohio | 396.6 | 295.5 | 34.2 | .. | .. | .. | Balance of Area..... | Ark. | 49.4 | 46.9 | 5.2 | .. | .. | .. |
| Des Moines..... | Iowa | | | | | | | Miami..... | Fla. | | | | | | |
| Area (Polk)..... | Iowa | 224.9 | 195.8 | 14.9 | 38 | 85 | 77 | Area (Dade)..... | Fla. | 488.7 | 267.7 | 82.5 | 7 | 38 | 54 |
| Central City..... | Iowa | 177.0 | 159.8 | 10.7 | 19 | 55 | 56 | Central City..... | Fla. | 247.0 | 172.2 | 43.5 | 7 | 43 | 51 |
| Balance of Area..... | Iowa | 47.9 | 36.0 | 33.1 | .. | .. | .. | Balance of Area..... | Fla. | 241.7 | 95.5 | 153.1 | .. | .. | .. |
| Duluth-Superior..... | Minn.- Wis. | | | | | | | Mobile..... | Ala. | | | | | | |
| Area..... | Minn.- Wis. | 251.7 | 254.0 | -0.9 | 32 | 76 | 59 | Area (Mobile)..... | Ala. | 228.8 | 142.0 | 61.2 | 37 | 84 | 100 |
| Central Cities..... | Minn. | 139.2 | 136.2 | 2.2 | 30 | 68 | 63 | Central City..... | Ala. | 127.2 | 78.7 | 61.5 | 39 | 77 | 100 |
| Balance of Area..... | Minn.- Wis. | 112.5 | 117.8 | -4.5 | .. | .. | .. | Balance of Area..... | Ala. | 101.6 | 63.3 | 60.5 | .. | .. | .. |
| St. Louis..... | Minn. | 205.2 | 206.9 | -0.8 | .. | .. | .. | Montgomery..... | Ala. | | | | | | |
| Douglas..... | Wis. | 46.8 | 47.1 | -1.4 | .. | .. | .. | Area (Montgomery)..... | Ala. | 137.5 | 114.4 | 20.2 | 53 | 123 | 119 |
| Easton—See Allentown- Bethlehem-Easton..... | | | | | | | | Central City..... | Ala. | 105.1 | 78.2 | 34.6 | 53 | 94 | 102 |
| El Paso..... | Texas | | | | | | | Balance of Area..... | Ala. | 32.4 | 36.2 | -10.5 | .. | .. | .. |
| Area (El Paso)..... | Texas | 197.9 | 131.1 | 51.0 | 43 | 92 | 105 | Nashville..... | Tenn. | | | | | | |
| Central City..... | Texas | 130.0 | 96.8 | 34.3 | 37 | 75 | 88 | Area (Davidson)..... | Tenn. | 320.4 | 257.3 | 24.5 | 20 | 58 | 56 |
| Balance of Area..... | Texas | 67.9 | 34.3 | 98.0 | .. | .. | .. | Central City..... | Tenn. | 173.4 | 167.4 | 3.6 | 21 | 57 | 54 |
| Erie..... | Pa. | | | | | | | Balance of Area..... | Tenn. | 147.0 | 89.9 | 63.5 | .. | .. | .. |
| Area (Erie)..... | Pa. | 218.4 | 180.9 | 20.7 | 41 | 88 | 81 | New Britain—See Hart- ford-New Britain..... | | | | | | | |
| Central City..... | Pa. | 130.1 | 117.0 | 11.3 | 36 | 74 | 70 | New Haven-Waterbury..... | Conn. | | | | | | |
| Balance of Area..... | Pa. | 88.3 | 63.9 | 38.2 | .. | .. | .. | Area (New Haven)..... | Conn. | 542.0 | 484.3 | 11.9 | 2 | 30 | 25 |
| Evansville..... | Ind. | | | | | | | Central Cities..... | Conn. | 267.5 | 259.9 | 2.9 | 3 | 38 | 33 |
| Area (Vanderburgh)..... | Ind. | 158.4 | 130.8 | 21.1 | 50 | 110 | 106 | Balance of Area..... | Conn. | 274.5 | 224.4 | 22.3 | .. | .. | .. |
| Central City..... | Ind. | 109.9 | 97.1 | 13.2 | 48 | 89 | 87 | Norfolk-Portsmouth..... | Va. | | | | | | |
| Balance of Area..... | Ind. | 48.5 | 33.7 | 43.9 | .. | .. | .. | Area..... | Va. | 409.6 | 258.9 | 58.2 | 10 | 43 | 57 |
| Fall River-Bedford..... | Mass. | | | | | | | Central Cities..... | Va. | 259.9 | 195.0 | 33.2 | 4 | 39 | 44 |
| Area (Bristol)..... | Mass. | 380.8 | 364.6 | 4.4 | 13 | 49 | 40 | Balance of Area..... | Va. | 149.7 | 63.9 | 134.3 | .. | .. | .. |
| Central Cities..... | Mass. | 220.8 | 226.7 | -2.2 | 11 | 47 | 39 | Norfolk (includes Cities of Norfolk, South Norfolk, Portsmouth)..... | Va. | 369.7 | 238.8 | 54.8 | .. | .. | .. |
| Balance of Area..... | Mass. | 160.0 | 138.9 | 15.2 | .. | .. | .. | Princess Anne..... | Va. | 39.9 | 20.0 | 99.6 | .. | .. | .. |
| Flint..... | Mich. | | | | | | | Norwalk—See Bridgeport, Stamford-Norwalk..... | | | | | | | |
| Area (Genesee)..... | Mich. | 270.0 | 227.9 | 18.5 | 28 | 72 | 66 | | | | | | | | |
| Central City..... | Mich. | 162.8 | 151.5 | 7.4 | 25 | 61 | 58 | | | | | | | | |
| Balance of Area..... | Mich. | 107.2 | 76.4 | 40.3 | .. | .. | .. | | | | | | | | |

OHIO'S 3rd MARKET!



**The TOLEDO Retail Trade Area...Ohio's
DOUBLE-VALUE Market...ranks 3rd
among Ohio's 8 Major Markets***

- 3rd in Total Retail Sales
- 3rd in Food Sales
- 3rd in General Merchandise Sales
- 3rd in Drug Store Sales
- 3rd in Liquor Sales

***Detailed Study
of Comparative
Retail Sales of
Ohio's 8 Major
Retail Markets
sent on request.**

The Toledo Retail Trade Area is a 14-county blend of exceptional industrial and agricultural wealth and productivity... a market of nearly a million population with sustained buying power... with sales influenced with unusual effectiveness and economy by the intense coverage maintained by the Toledo Blade-Times.

TOLEDO BLADE-TIMES

REPRESENTED BY MOLONEY, REGAN AND SCHMITT, INC.

The Toledo Retail Trade Area is Exclusively Blade-Times Territory

3. CENTRAL CITIES—100,000-249,999—(Continued)

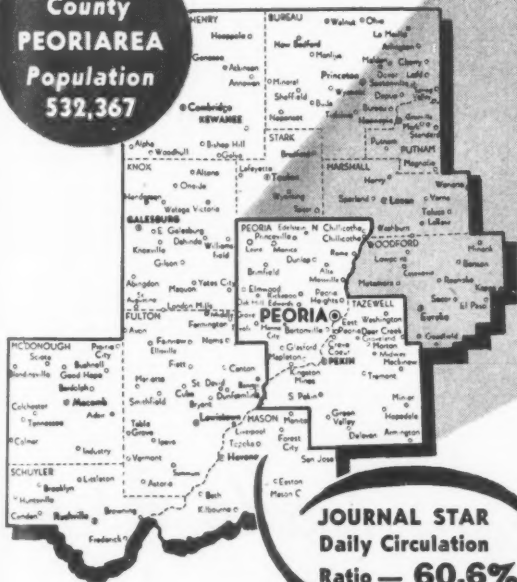
| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | | STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|---|--------|--|-------|-----------------------------|-----------------------------|---------------------|------|---|-------|---|-------|-----------------------------|-----------------------------|---------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 |
| City and County | | | | | | | | City and County | | | | | | | |
| Oklahoma City..... | Okla. | | | | | | | South Bend..... | Ind. | | | | | | |
| Area (Oklahoma)..... | Okla. | 322.5 | 244.2 | 32.1 | 19 | 57 | 63 | Area (St. Joseph)..... | Ind. | 204.7 | 161.8 | 26.5 | 42 | 89 | 89 |
| Central City..... | Okla. | 242.4 | 204.4 | 18.6 | 9 | 45 | 43 | Central City..... | Ind. | 115.7 | 101.3 | 14.2 | 46 | 85 | 82 |
| Balance of Area..... | Okla. | 80.1 | 39.8 | 101.5 | .. | .. | .. | Balance of Area..... | Ind. | 89.0 | 60.5 | 47.1 | .. | .. | .. |
| Omaha..... | Nebr. | | | | | | | Spokane..... | Wash. | | | | | | |
| Area..... | Nebr.- | | | | | | | Area (Spokane)..... | Wash. | 220.1 | 164.7 | 33.7 | 40 | 87 | 88 |
| Iowa..... | Iowa | 362.2 | 325.2 | 11.4 | 14 | 50 | 47 | Central City..... | Wash. | 160.5 | 122.0 | 31.5 | 26 | 62 | 68 |
| Central City..... | Nebr. | 247.4 | 223.8 | 10.5 | 6 | 42 | 40 | Balance of Area..... | Wash. | 59.6 | 42.7 | 39.9 | .. | .. | .. |
| Balance of Area..... | Nebr.- | | | | | | | Springfield-Holyoke..... | Mass. | | | | | | |
| Iowa..... | Iowa | 114.8 | 101.4 | 13.2 | .. | .. | .. | Area..... | Mass. | 406.5 | 364.7 | 11.5 | 11 | 45 | 39 |
| Douglas..... | Nebr. | 277.2 | 247.6 | 12.0 | .. | .. | .. | Central Cities..... | Mass. | 217.0 | 203.4 | 6.7 | 14 | 50 | 44 |
| Sarpy..... | Nebr. | 15.6 | 10.8 | 44.0 | .. | .. | .. | Balance of Area..... | Mass. | 189.5 | 161.3 | 17.5 | .. | .. | .. |
| Pottawattamie..... | Iowa | 60.4 | 66.8 | 3.9 | .. | .. | .. | Hampden..... | Mass. | 367.5 | 332.1 | 10.7 | .. | .. | .. |
| Peoria..... | Ill. | | | | | | | Hampshire..... | Mass. | 86.5 | 72.5 | 19.3 | .. | .. | .. |
| Area..... | Ill. | 249.9 | 211.8 | 18.0 | 33 | 77 | 71 | Stamford—See Bridge- | | | | | | | |
| Central City..... | Ill. | 111.5 | 105.1 | 6.1 | 47 | 88 | 81 | port-Stamford-Norwalk | | | | | | | |
| Balance of Area..... | Ill. | 138.4 | 106.7 | 29.8 | .. | .. | .. | Superior—See Duluth- | | | | | | | |
| Peoria..... | Ill. | 173.9 | 153.4 | 13.4 | .. | .. | .. | Superior..... | | | | | | | |
| Tazewell..... | Ill. | 76.0 | 58.4 | 30.3 | .. | .. | .. | Syracuse..... | N. Y. | | | | | | |
| Phoenix..... | Ariz. | | | | | | | Area (Onondaga)..... | N. Y. | 340.9 | 295.1 | 15.5 | 15 | 53 | 50 |
| Area (Maricopa)..... | Ariz. | 329.3 | 186.2 | 76.8 | 17 | 55 | 79 | Central City..... | N. Y. | 220.1 | 206.0 | 6.8 | 12 | 48 | 42 |
| Central City..... | Ariz. | 105.4 | 65.4 | 61.2 | 52 | 93 | 118 | Balance of Area..... | N. Y. | 120.8 | 89.1 | 35.6 | .. | .. | .. |
| Balance of Area..... | Ariz. | 223.9 | 120.8 | 85.3 | .. | .. | .. | Tacoma..... | Wash. | | | | | | |
| Portsmouth—See Norfolk- | | | | | | | | Area (Pierce)..... | Wash. | 275.8 | 182.1 | 51.5 | 25 | 68 | 80 |
| Portsmouth..... | | | | | | | | Central City..... | Wash. | 143.0 | 109.4 | 30.7 | 28 | 66 | 75 |
| Reading..... | Pa. | | | | | | | Balance of Area..... | Wash. | 132.8 | 72.7 | 82.7 | .. | .. | .. |
| Area (Berks)..... | Pa. | 254.9 | 241.9 | 5.4 | 31 | 75 | 64 | Tampa-St. Petersburg..... | Fla. | | | | | | |
| Central City..... | Pa. | 109.1 | 110.6 | -1.4 | 50 | 91 | 74 | Area..... | Fla. | 406.2 | 272.0 | 49.3 | 12 | 46 | 53 |
| Balance of Area..... | Pa. | 145.8 | 131.3 | 11.0 | .. | .. | .. | Central Cities..... | Fla. | 219.8 | 169.2 | 29.9 | 13 | 49 | 52 |
| Richmond..... | Va. | | | | | | | Balance of Area..... | Fla. | 186.4 | 102.8 | 81.3 | .. | .. | .. |
| Area..... | Va. | 326.9 | 263.0 | 24.3 | 18 | 56 | 56 | Hillsborough..... | Fla. | 248.5 | 180.1 | 38.0 | .. | .. | .. |
| Central City..... | Va. | 229.9 | 193.0 | 19.1 | 10 | 46 | 48 | Pinellas..... | Fla. | 157.6 | 91.9 | 71.6 | .. | .. | .. |
| Balance of Area..... | Va. | 97.0 | 70.0 | 38.6 | .. | .. | .. | Trenton..... | N. J. | | | | | | |
| Chesterfield..... | Va. | 39.8 | 28.0 | 42.2 | .. | .. | .. | Area (Mercer)..... | N. J. | 229.4 | 197.3 | 16.3 | 36 | 83 | 76 |
| Henrico (includes city | Va. | 287.1 | 235.0 | 22.2 | .. | .. | .. | Central City..... | N. J. | 127.9 | 124.7 | 2.5 | 38 | 76 | 66 |
| of Richmond)..... | | | | | | | | Balance of Area..... | N. J. | 101.5 | 72.6 | 39.8 | .. | .. | .. |
| Rome—See Utica-Rome..... | | | | | | | | Troy—See Albany- | | | | | | | |
| Sacramento..... | Cal. | | | | | | | Schenectady-Troy..... | | | | | | | |
| Area (Sacramento)..... | Cal. | 275.7 | 170.3 | 61.8 | 26 | 69 | 85 | Tulsa..... | Okla. | | | | | | |
| Central City..... | Cal. | 135.8 | 106.0 | 28.1 | 31 | 69 | 79 | Area (Tulsa)..... | Okla. | 248.7 | 193.4 | 28.6 | 34 | 78 | 78 |
| Balance of Area..... | Cal. | 139.9 | 64.3 | 117.4 | .. | .. | .. | Central City..... | Okla. | 180.6 | 142.2 | 27.0 | 18 | 54 | 61 |
| St. Petersburg—See | | | | | | | | Balance of Area..... | Okla. | 68.1 | 51.2 | 32.8 | .. | .. | .. |
| Tampa St. Petersburg..... | | | | | | | | Utica-Rome..... | N. Y. | | | | | | |
| Salt Lake City..... | Utah | | | | | | | Area..... | N. Y. | 283.6 | 263.2 | 7.8 | 23 | 65 | 55 |
| Area (Salt Lake)..... | Utah | 274.2 | 211.6 | 29.6 | 27 | 71 | 72 | Central Cities..... | N. Y. | 142.9 | 134.7 | 6.0 | 29 | 67 | 64 |
| Central City..... | Utah | 181.7 | 149.9 | 21.2 | 17 | 53 | 60 | Balance of Area..... | N. Y. | 140.7 | 128.5 | 9.6 | .. | .. | .. |
| Balance of Area..... | Utah | 92.5 | 61.7 | 49.9 | .. | .. | .. | Herkimer..... | N. Y. | 61.3 | 59.5 | 2.9 | .. | .. | .. |
| Savannah..... | Ga. | | | | | | | Oneida..... | N. Y. | 222.3 | 203.6 | 9.2 | .. | .. | .. |
| Area (Chatham)..... | Ga. | 150.9 | 118.0 | 28.0 | 52 | 115 | 117 | Waterbury—See New | | | | | | | |
| Central City..... | Ga. | 119.7 | 96.0 | 24.7 | 44 | 82 | 89 | Haven-Waterbury..... | | | | | | | |
| Balance of Area..... | Ga. | 31.2 | 22.0 | 41.8 | .. | .. | .. | Wichita..... | Kans. | | | | | | |
| Schenectady—See Al- | | | | | | | | Area (Sedgwick)..... | Kans. | 220.2 | 143.3 | 53.7 | 39 | 86 | 99 |
| bany-Schenectady-Troy | | | | | | | | Central City..... | Kans. | 166.3 | 115.0 | 44.7 | 24 | 60 | 71 |
| Scranton..... | Pa. | | | | | | | Balance of Area..... | Kans. | 53.9 | 28.3 | 90.5 | .. | .. | .. |
| Area (Lackawanna)..... | Pa. | 256.2 | 301.2 | -14.9 | 30 | 74 | 48 | Wilmington..... | Del. | | | | | | |
| Central City..... | Pa. | 124.7 | 140.4 | -11.2 | 41 | 79 | 62 | Area..... | Del.- | | | | | | |
| Balance of Area..... | Pa. | 131.5 | 160.8 | -18.2 | .. | .. | .. | N. J..... | N. J. | 267.2 | 221.8 | 20.5 | 29 | 73 | 69 |
| Shreveport..... | La. | | | | | | | Central City..... | Del.- | 109.9 | 112.5 | -2.3 | 49 | 90 | 72 |
| Area (Caddo)..... | La. | 174.7 | 150.2 | 16.3 | 47 | 100 | 95 | Balance of Area..... | Del.- | | | | | | |
| Central City..... | La. | 125.5 | 98.2 | 27.8 | 40 | 78 | 85 | N. J..... | N. J. | 157.2 | 109.3 | 43.8 | .. | .. | .. |
| Balance of Area..... | La. | 49.2 | 52.0 | -5.4 | .. | .. | .. | New Castle..... | Del. | 217.6 | 179.6 | 21.2 | .. | .. | .. |
| | | | | | | | | Salem..... | N. J. | 49.6 | 42.3 | 17.4 | .. | .. | .. |

Metropolitan **PEORIA** ... $\frac{1}{4}$ Million

PEORIA Area is: —

- ... A Self-Contained Major Market Not Influenced by Any Outside* Media.
- ... The Buying and Distribution Center of 13 Prosperous Illinois Counties.
- ... Rich in Agriculture and Industry — Definitely an "A" SCHEDULE Market.

13
County
PEORIA AREA
Population
532,367



*Peoria is as far from Chicago (or St. Louis) as Baltimore is from New York City.

JOURNAL STAR
Daily Circulation
Ratio — **60.6%**

Peoria area is served by The Peoria Journal Star... newspapers long recognized for their fine merchandising and test market cooperation. Again and again, agency executives have placed Peoria near the top of the list in Sales Management's Test Market surveys.

Metropolitan **PEORIA**
Population **249,918**



Journal Star Daily
Circulation Ratio
95.02%

Sales Management's
Test Survey Says:

PEORIA is BEST TEST MARKET
in the MIDWEST.*

"PEORIA is BEST TEST MARKET
in the 75 M to 100 M Pop. Group."

"PEORIA is 4th BEST TEST MARKET
in the U. S. in ALL Pop. Groups."

"PEORIA JOURNAL STAR is 2nd in
U. S. in 'Newspapers Used' in
Most Recent Test Campaigns."

THE PEORIA JOURNAL STAR

Represented Nationally by Ward-Griffith Co., Inc.

NOW - - - More Than 100 Thousand Daily Circulation

JANUARY 1, 1951

3. CENT. CITIES—100,000-249,999—(Concluded)

| STANDARD METROPOLITAN COUNTY AREA City and County | STATE | POPULATION, APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|--|----------|---------------------------------------|----------|--------------------|--------------------|------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 |
| Worcester..... | Mass. | | | | | | |
| Area (Worcester)..... | Mass. | 543.1 | 504.5 | 7.7 | 1 | 29 | 23 |
| Central City..... | Mass. | 201.9 | 193.7 | 4.2 | 16 | 50 | 47 |
| Balance of Area..... | Mass. | 341.2 | 310.8 | 9.8 | .. | .. | .. |
| Youngstown..... | Ohio | | | | | | |
| Area..... | Ohio-Pa. | 526.6 | 473.6 | 11.2 | 4 | 33 | 26 |
| Central City..... | Ohio | 167.6 | 167.7 | — .1 | 23 | 59 | 53 |
| Balance of Area..... | Ohio-Pa. | 359.0 | 305.9 | 17.4 | .. | .. | .. |
| Mahoning..... | Ohio | 256.8 | 240.2 | 6.9 | .. | .. | .. |
| Trumbull..... | Ohio | 158.2 | 132.3 | 19.6 | .. | .. | .. |
| Mercer..... | Pa. | 111.5 | 101.0 | 10.4 | .. | .. | .. |
| Group 3, Area Totals..... | | 15,925.6 | 12,837.1 | 24.1 | .. | .. | .. |

4. CENTRAL CITIES—50,000-99,999

| | | | | | | | |
|---------------------------------|-------|-------|-------|-------|----|-----|-----|
| Albuquerque..... | N. M. | | | | | | |
| Area (Bernalillo)..... | N. M. | 146.0 | 69.4 | 110.4 | 30 | 118 | 154 |
| Central City..... | N. M. | 97.0 | 35.4 | 173.7 | 8 | 97 | 159 |
| Balance of Area..... | N. M. | 49.0 | 34.0 | 44.1 | .. | .. | .. |
| Altoona..... | Pa. | | | | | | |
| Area (Blair)..... | Pa. | 138.9 | 140.4 | — 1.0 | 34 | 122 | 101 |
| Central City..... | Pa. | 76.8 | 80.2 | — 4.2 | 31 | 120 | 97 |
| Balance of Area..... | Pa. | 62.1 | 60.2 | 3.2 | .. | .. | .. |
| Amarillo..... | Texas | | | | | | |
| Area..... | Texas | 86.6 | 61.4 | 40.9 | 68 | 157 | 157 |
| Central City..... | Texas | 73.7 | 51.7 | 42.7 | 33 | 122 | 139 |
| Balance of Area..... | Texas | 12.9 | 9.7 | 32.9 | .. | .. | .. |
| Potter..... | Texas | 72.9 | 54.3 | 34.3 | .. | .. | .. |
| Randall..... | Texas | 13.7 | 7.2 | 91.1 | .. | .. | .. |
| Asheville..... | N. C. | | | | | | |
| Area (Buncombe)..... | N. C. | 122.6 | 108.8 | 12.7 | 43 | 132 | 124 |
| Central City..... | N. C. | 52.2 | 51.3 | 1.8 | 67 | 156 | 141 |
| Balance of Area..... | N. C. | 70.4 | 57.5 | 22.4 | .. | .. | .. |
| Ashland—See Huntington-Ashland. | | | | | | | |

4. CENT. CITIES—50,000-99,999—(Continued)

| STANDARD METROPOLITAN COUNTY AREA City and County | STATE | POPULATION, APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|--|-----------|---------------------------------------|-------|--------------------|--------------------|------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 |
| Atlantic City..... | N. J. | | | | | | |
| Area (Atlantic)..... | N. J. | 132.9 | 124.1 | 7.1 | 37 | 126 | 112 |
| Central City..... | N. J. | 61.6 | 64.1 | — 3.8 | 55 | 144 | 119 |
| Balance of Area..... | N. J. | 71.3 | 60.0 | 18.8 | .. | .. | .. |
| Augusta..... | Ga. | | | | | | |
| Area..... | Ga.-S. C. | 162.1 | 131.8 | 23.0 | 23 | 107 | 104 |
| Central City..... | Ga. | 71.5 | 65.9 | 8.5 | 37 | 126 | 117 |
| Balance of Area..... | Ga.-S. C. | 90.6 | 65.9 | 37.5 | .. | .. | .. |
| Richmond..... | Ga. | 108.9 | 81.9 | 33.0 | .. | .. | .. |
| Aiken..... | S. C. | 53.2 | 49.9 | 6.6 | .. | .. | .. |
| Bay City..... | Mich. | | | | | | |
| Area (Bay)..... | Mich. | 88.2 | 75.0 | 17.6 | 66 | 155 | 148 |
| Central City..... | Mich. | 52.4 | 48.0 | 9.2 | 65 | 154 | 147 |
| Balance of Area..... | Mich. | 35.8 | 27.0 | 32.6 | .. | .. | .. |
| Beaumont-Port Arthur..... | Texas | | | | | | |
| Area (Jefferson)..... | Texas | 194.0 | 145.3 | 33.5 | 14 | 94 | 97 |
| Central Cities..... | Texas | 151.1 | 105.2 | 43.6 | 2 | 64 | 80 |
| Balance of Area..... | Texas | 42.9 | 40.1 | 7.0 | .. | .. | .. |
| Binghamton..... | N. Y. | | | | | | |
| Area (Broome)..... | N. Y. | 184.7 | 165.7 | 11.4 | 17 | 98 | 87 |
| Central City..... | N. Y. | 81.1 | 78.3 | 3.6 | 24 | 113 | 101 |
| Balance of Area..... | N. Y. | 103.6 | 87.4 | 18.5 | .. | .. | .. |
| Brockton..... | Mass. | | | | | | |
| Area (Plymouth)..... | Mass. | 189.5 | 168.8 | 12.2 | 16 | 97 | 86 |
| Central City..... | Mass. | 62.9 | 62.3 | 0.8 | 52 | 141 | 122 |
| Balance of Area..... | Mass. | 126.6 | 106.5 | 18.9 | .. | .. | .. |
| Cedar Rapids..... | Iowa | | | | | | |
| Area (Linn)..... | Iowa | 103.7 | 89.1 | 16.3 | 54 | 143 | 140 |
| Central City..... | Iowa | 72.1 | 62.1 | 16.1 | 35 | 124 | 123 |
| Balance of Area..... | Iowa | 31.6 | 27.0 | 17.0 | .. | .. | .. |
| Charleston..... | S. C. | | | | | | |
| Area (Charleston)..... | S. C. | 159.8 | 121.1 | 32.0 | 24 | 109 | 115 |
| Central City..... | S. C. | 68.2 | 71.3 | — 4.3 | 42 | 131 | 107 |
| Balance of Area..... | S. C. | 91.6 | 49.8 | 83.9 | .. | .. | .. |

**SPEAKING OF
METROPOLITAN
POPULATION
SHIFTS**

*Albuquerque leads ALL
186 Metropolitan Areas!*

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ON REQUEST

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610 KC • CBS

And in SANTA FE, State Capitol and New Mexico's Second Major Market It's...

KVSF • 1000 WATTS • 1260 KC • CBS

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Now, altogether, let's sing...

there's no advertising like Supplement Advertising

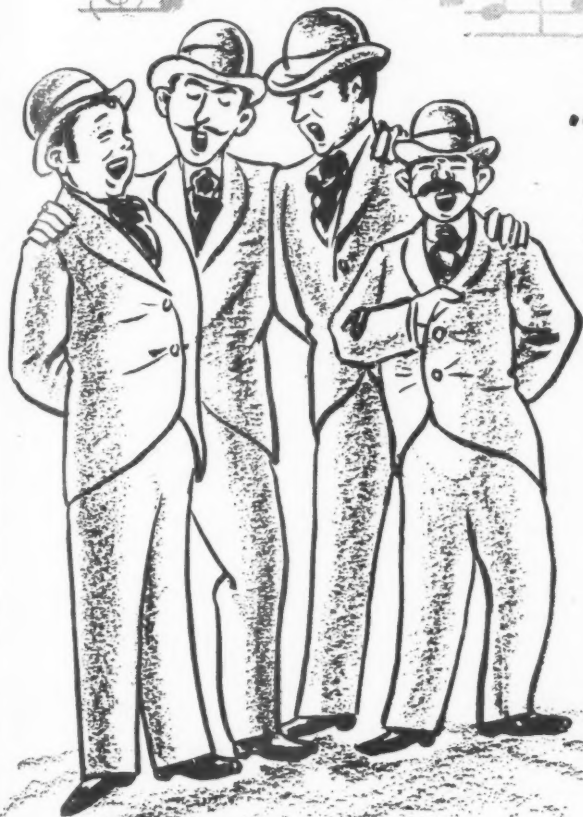
...and there's no supplement like

the Locally-Edited Magazines!

Reading the Sunday paper completely and leisurely has become a national Sunday habit. In ten short years Sunday newspaper circulations have surged from 31 million to an astonishing 47 million! It is the most powerful selling force in advertising today.

With this increased importance of Sunday newspapers, a new galaxy in the media field has come over the horizon . . . the Sunday Supplement. The brightest star in the Sunday Supplement field is the rapidly expanding group of Locally-Edited Magazines. Each magazine is edited in the local market itself by its own local editorial staff. Each magazine features local happenings and local folk.

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Locally-Edited CHECK LIST

- ✓ Full color gravure
- ✓ Uniformity
- ✓ 1 order—1 set of positives
- ✓ Flexibility—No forced combinations
- ✓ Saturation coverage

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LOCAL
TOUCH**

LOCALLY-EDITED GRAVURE MAGAZINES

Twelve weekly newspaper magazines featuring The Local Touch for highest reader interest, greater advertising value.

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ST. LOUIS GLOBE-DEMOCRAT
SALT LAKE CITY DESERET NEWS
ATLANTA JOURNAL AND CONSTITUTION
NEW ORLEANS TIMES-PICAYUNE-STATES
LOUISVILLE COURIER-JOURNAL
THE NASHVILLE TENNESSEAN
HOUSTON CHRONICLE
INDIANAPOLIS STAR
NEWARK NEWS

4. CENTRAL CITIES—50,000-99,999—(Continued)

| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|---|-----------------|---|-------|-----------------------------|-----------------------------|---------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 |
| City and County | | | | | | | |
| Charleston | W. Va. | | | | | | |
| Area | W. Va. | 319.3 | 276.2 | 15.6 | 3 | 59 | 52 |
| Central City | W. Va. | 72.8 | 67.9 | 7.2 | 34 | 123 | 112 |
| Balance of Area | W. Va. | 246.5 | 208.3 | 18.3 | | | |
| Fayette | W. Va. | 82.3 | 80.6 | 2.1 | | | |
| Kanawha | W. Va. | 236.9 | 195.6 | 21.2 | | | |
| Columbia | S. C. | | | | | | |
| Area (Richland) | S. C. | 141.9 | 104.8 | 35.3 | 32 | 120 | 126 |
| Central City | S. C. | 85.9 | 62.4 | 37.7 | 20 | 109 | 121 |
| Balance of Area | S. C. | 56.0 | 42.4 | 32.1 | | | |
| Columbus | Ga. | | | | | | |
| Area | Ga. | 169.9 | 126.4 | 34.4 | 19 | 102 | 111 |
| Central City | Ga. | 79.5 | 53.3 | 49.2 | 27 | 116 | 137 |
| Balance of Area | Ga.-Ala. | | | | | | |
| | Ala. | 90.4 | 73.1 | 23.5 | | | |
| Chattahoochee | Ga. | 12.2 | 15.1 | -19.4 | | | |
| Muscogee | Ga. | 117.4 | 75.5 | 55.6 | | | |
| Russell | Ala. | 40.3 | 35.8 | 12.6 | | | |
| Davenport-Rock Island-Moline | Iowa-Ill. | | | | | | |
| Area | Ill.-Iowa | 233.0 | 198.1 | 17.6 | 11 | 82 | 75 |
| Central Cities | Ill. | 159.5 | 143.4 | 11.2 | 1 | 63 | 60 |
| Balance of Area | Ill.-Iowa | 73.5 | 54.7 | 34.4 | | | |
| Scott | Iowa | 99.9 | 84.7 | 17.9 | | | |
| Rock Island | Ill. | 133.1 | 113.3 | 17.5 | | | |
| Decatur | Ill. | | | | | | |
| Area (Macon) | Ill. | 100.3 | 84.7 | 18.4 | 57 | 146 | 142 |
| Central City | Ill. | 67.8 | 59.3 | 14.3 | 43 | 132 | 130 |
| Balance of Area | Ill. | 32.5 | 25.4 | 28.0 | | | |
| Durham | N. C. | | | | | | |
| Area (Durham) | N. C. | 100.6 | 80.2 | 25.4 | 55 | 144 | 145 |
| Central City | N. C. | 70.3 | 60.2 | 16.8 | 40 | 129 | 129 |
| Balance of Area | N. C. | 30.3 | 20.0 | 51.5 | | | |
| Elyria—See Lorain-Elyria. | | | | | | | |
| Fresno | Cal. | | | | | | |
| Area (Fresno) | Cal. | 274.2 | 178.6 | 53.6 | 8 | 70 | 82 |
| Central City | Cal. | 90.6 | 60.7 | 49.3 | 17 | 106 | 128 |
| Balance of Area | Cal. | 183.6 | 117.9 | 55.7 | | | |
| Gadsden | Ala. | | | | | | |
| Area (Etowah) | Ala. | 93.9 | 72.6 | 29.3 | 62 | 151 | 152 |
| Central City | Ala. | 55.5 | 37.0 | 50.2 | 61 | 150 | 156 |
| Balance of Area | Ala. | 38.4 | 35.6 | 7.6 | | | |
| Galveston | Texas | | | | | | |
| Area (Galveston) | Texas | 112.2 | 81.2 | 38.3 | 46 | 135 | 144 |
| Central City | Texas | 65.9 | 60.9 | 8.3 | 46 | 135 | 127 |
| Balance of Area | Texas | 46.3 | 20.3 | 128.1 | | | |
| Green Bay | Wis. | | | | | | |
| Area (Brown) | Wis. | 97.9 | 83.1 | 17.8 | 61 | 150 | 143 |
| Central City | Wis. | 52.4 | 46.2 | 13.4 | 66 | 155 | 149 |
| Balance of Area | Wis. | 45.5 | 36.9 | 23.3 | | | |
| Greensboro-High Point | N. C. | | | | | | |
| Area (Guilford) | N. C. | 190.2 | 153.9 | 23.5 | 15 | 96 | 93 |
| Central Cities | N. C. | 113.6 | 97.8 | 16.2 | 4 | 86 | 86 |
| Balance of Area | N. C. | 76.6 | 56.1 | 36.5 | | | |
| Greenville | S. C. | | | | | | |
| Area (Greenville) | S. C. | 167.1 | 136.6 | 22.4 | 22 | 105 | 102 |
| Central City | S. C. | 57.9 | 34.7 | 66.8 | 58 | 147 | 100 |
| Balance of Area | S. C. | 109.2 | 101.9 | 8.2 | | | |
| Hamilton-Middletown | Ohio | | | | | | |
| Area (Butler) | Ohio | 146.8 | 120.2 | 22.1 | 28 | 116 | 116 |
| Central Cities | Ohio | 91.4 | 81.8 | 11.7 | 15 | 104 | 96 |
| Balance of Area | Ohio | 55.4 | 38.4 | 44.3 | | | |
| Harrisburg | Pa. | | | | | | |
| Area | Pa. | 291.1 | 252.2 | 15.4 | 4 | 61 | 60 |
| Central City | Pa. | 89.1 | 83.9 | 6.2 | 18 | 107 | 92 |
| Balance of Area | Pa. | 202.0 | 168.3 | 20.0 | | | |
| Cumberland | Pa. | 94.1 | 74.8 | 25.8 | | | |
| Dauphin | Pa. | 197.0 | 177.4 | 11.1 | | | |
| Hazelton—See Wilkes-Barre-Hazelton. | | | | | | | |
| High Point—See Greensboro-High Point. | | | | | | | |
| Huntington-Ashland | W. Va.-Ky. | | | | | | |
| Area | W. Va. | 245.6 | 225.7 | 8.8 | 9 | 79 | 67 |
| Central Cities | Ky.-Ohio | 117.4 | 108.3 | 8.3 | 3 | 83 | 78 |
| Balance of Area | W. Va.-Ky.-Ohio | 128.2 | 117.4 | 9.2 | | | |
| Cabell | W. Va. | 107.8 | 97.5 | 10.6 | | | |
| Wayne | W. Va. | 38.6 | 35.6 | 8.6 | | | |
| Boyd | Ky. | 50.2 | 45.9 | 9.4 | | | |
| Lawrence | Ohio | 49.0 | 46.7 | 4.8 | | | |
| Jackson | Mich. | | | | | | |
| Area (Jackson) | Mich. | 107.4 | 93.1 | 15.4 | 49 | 138 | 136 |
| Central City | Mich. | 50.9 | 49.7 | 2.5 | 72 | 161 | 142 |
| Balance of Area | Mich. | 56.5 | 43.4 | 29.9 | | | |
| Jackson | Miss. | | | | | | |
| Area (Hinds) | Miss. | 141.5 | 107.3 | 31.9 | 33 | 121 | 125 |
| Central City | Miss. | 97.7 | 62.1 | 57.3 | 6 | 95 | 124 |
| Balance of Area | Miss. | 43.8 | 45.2 | -3.1 | | | |
| Johnstown | Pa. | | | | | | |
| Area | Pa. | 290.6 | 298.5 | -2.6 | 5 | 62 | 49 |
| Central City | Pa. | 82.7 | 66.7 | -5.9 | 54 | 143 | 116 |
| Balance of Area | Pa. | 227.9 | 231.8 | -1.6 | | | |
| Cambria | Pa. | 208.9 | 213.5 | -2.1 | | | |
| Somerset | Pa. | 81.6 | 85.0 | -3.9 | | | |
| Kalamazoo | Mich. | | | | | | |
| Area (Kalamazoo) | Mich. | 126.0 | 100.1 | 25.9 | 42 | 131 | 130 |
| Central City | Mich. | 57.3 | 54.1 | 6.0 | 59 | 148 | 136 |
| Balance of Area | Mich. | 68.7 | 46.0 | 49.3 | | | |
| Kenosha | Wis. | | | | | | |
| Area (Kenosha) | Wis. | 75.2 | 63.5 | 18.3 | 70 | 159 | 156 |
| Central City | Wis. | 54.4 | 48.8 | 11.5 | 62 | 151 | 146 |
| Balance of Area | Wis. | 20.8 | 14.7 | 41.5 | | | |
| Lancaster | Pa. | | | | | | |
| Area (Lancaster) | Pa. | 234.1 | 212.5 | 10.2 | 10 | 81 | 70 |
| Central City | Pa. | 63.6 | 61.3 | 3.7 | 50 | 139 | 125 |
| Balance of Area | Pa. | 170.5 | 151.2 | 12.8 | | | |
| Lansing | Mich. | | | | | | |
| Area (Ingham) | Mich. | 172.5 | 130.6 | 32.0 | 18 | 101 | 100 |
| Central City | Mich. | 91.7 | 78.8 | 16.4 | 14 | 103 | 99 |
| Balance of Area | Mich. | 80.8 | 51.8 | 56.0 | | | |
| Laredo | Texas | | | | | | |
| Area (Webb) | Texas | 55.9 | 45.9 | 21.8 | 73 | 162 | 160 |
| Central City | Texas | 51.7 | 39.3 | 31.6 | 71 | 160 | 155 |
| Balance of Area | Texas | 4.2 | 6.6 | -36.4 | | | |
| Lexington | Ky. | | | | | | |
| Area (Fayette) | Ky. | 98.5 | 78.9 | 24.9 | 59 | 148 | 147 |
| Central City | Ky. | 54.4 | 49.3 | 10.4 | 63 | 152 | 145 |
| Balance of Area | Ky. | 44.1 | 29.6 | 49.0 | | | |

Hub of the South Plains of Texas **LUBBOCK**

POPULATION: Lubbock Corporate Limits, 71,592—Metropolitan Lubbock County, 100,603
(1950 U. S. CENSUS FIGURES)

Lubbock Area Population increased 40% in 1940-50 —Retail Sales increased 361%, Wholesale 431% in 1939-48 — Farm Income 1949, \$264,347,000 — Building Permits highest per capita in State.

LUBBOCK is a perfect TEST MARKET —well balanced, stable high potential— 97.1% native white population, few manual laborers, home owners. Large enough to reflect metropolitan preferences. Compact and uniform to permit thorough sales supervision and observation. PLUS—unusual merchandising assistance in any test campaign by the Lubbock Avalanche-Journal.



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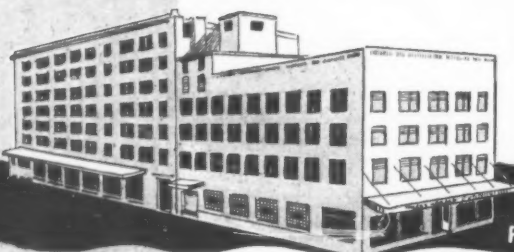
LUBBOCK
Avalanche-Journal
Morning • Evening • Sunday
ABC CIRCULATION NOW OVER
45,000

4. CENTRAL CITIES—50,000-99,999—(Continued)

| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (In thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|--|-------|---------------------------------------|-------|--------------------|--------------------|------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 |
| City and County | | | | | | | |
| Lima | Ohio | | | | | | |
| Area (Allen) | Ohio | 87.7 | 73.3 | 19.6 | 67 | 156 | 151 |
| Central City | Ohio | 49.9 | 44.7 | 11.6 | 73 | 162 | 151 |
| Balance of Area | Ohio | 37.8 | 28.6 | 32.2 | .. | .. | .. |
| Lincoln | Nebr. | | | | | | |
| Area (Lancaster) | Nebr. | 118.3 | 100.6 | 17.6 | 44 | 133 | 129 |
| Central City | Nebr. | 97.4 | 82.0 | 18.8 | 7 | 96 | 95 |
| Balance of Area | Nebr. | 20.9 | 18.6 | 12.4 | .. | .. | .. |
| Lorain-Elyria | Ohio | | | | | | |
| Area (Lorain) | Ohio | 146.5 | 112.4 | 30.4 | 29 | 117 | 120 |
| Central City | Ohio | 81.0 | 69.2 | 17.0 | 25 | 114 | 110 |
| Balance of Area | Ohio | 65.5 | 43.2 | 51.6 | .. | .. | .. |
| Lubbock | Texas | | | | | | |
| Area (Lubbock) | Texas | 100.6 | 51.8 | 94.3 | 56 | 145 | 160 |
| Central City | Texas | 71.4 | 31.9 | 124.1 | 38 | 127 | 161 |
| Balance of Area | Texas | 29.2 | 19.9 | 46.0 | .. | .. | .. |
| Macon | Ga. | | | | | | |
| Area | Ga. | 134.5 | 95.1 | 41.4 | 36 | 125 | 133 |
| Central City | Ga. | 70.1 | 57.9 | 21.2 | 41 | 130 | 131 |
| Balance of Area | Ga. | 64.4 | 37.2 | 73.1 | .. | .. | .. |
| Bibb | Ga. | 113.6 | 83.8 | 35.5 | .. | .. | .. |
| Houston | Ga. | 20.9 | 11.3 | 84.9 | .. | .. | .. |
| Madison | Wis. | | | | | | |
| Area (Dane) | Wis. | 168.6 | 130.7 | 29.1 | 20 | 103 | 107 |
| Central City | Wis. | 95.6 | 67.4 | 41.7 | 9 | 98 | 114 |
| Balance of Area | Wis. | 73.0 | 63.3 | 15.3 | .. | .. | .. |
| Manchester | N. H. | | | | | | |
| Area (Hillsborough) | N. H. | 156.6 | 144.9 | 8.1 | 25 | 111 | 98 |
| Central City | N. H. | 82.6 | 77.7 | 6.3 | 23 | 112 | 103 |
| Balance of Area | N. H. | 74.0 | 67.2 | 10.1 | .. | .. | .. |
| Middletown—See Hamilton-Middletown. | | | | | | | |
| Moline—See Davenport-Rock Island-Moline. | | | | | | | |
| Muncie | Ind. | | | | | | |
| Area (Delaware) | Ind. | 90.1 | 75.0 | 20.2 | 64 | 153 | 149 |
| Central City | Ind. | 58.4 | 49.7 | 17.4 | 57 | 146 | 143 |
| Balance of Area | Ind. | 31.7 | 25.3 | 25.3 | .. | .. | .. |
| Ogden | Utah | | | | | | |
| Area (Weber) | Utah | 83.0 | 56.7 | 46.4 | 69 | 158 | 159 |
| Central City | Utah | 56.9 | 43.7 | 30.3 | 60 | 149 | 152 |
| Balance of Area | Utah | 26.1 | 13.0 | 100.8 | .. | .. | .. |
| Orlando | Fla. | | | | | | |
| Area (Orange) | Fla. | 114.1 | 70.1 | 62.8 | 45 | 134 | 153 |
| Central City | Fla. | 51.8 | 36.7 | 41.1 | 70 | 159 | 157 |
| Balance of Area | Fla. | 62.3 | 33.4 | 86.0 | .. | .. | .. |
| Pittsfield | Mass. | | | | | | |
| Area (Berkshire) | Mass. | 130.9 | 122.3 | 7.1 | 39 | 128 | 113 |
| Central City | Mass. | 53.0 | 49.7 | 6.8 | 64 | 153 | 144 |
| Balance of Area | Mass. | 77.9 | 72.6 | 7.3 | .. | .. | .. |
| Port Arthur—See Beaumont-Port Arthur. | | | | | | | |

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PRESS HERALD-EVENING EXPRESS-SUNDAY TELEGRAM

National Representatives — Julius Mathews special agency

4. CENTRAL CITIES—50,000-99,999—(Continued)

| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | | STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|--|-------|--|-------|-----------------------------|-----------------------------|---------------------|------|--|-------|--|-------|-----------------------------|-----------------------------|---------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 | | | 1950 | 1940 |
| City and County | | | | | | | | City and County | | | | | | | |
| Portland..... | Maine | | | | | | | San Angelo..... | Texas | | | | | | |
| Area (Cumberland)..... | Maine | 168.0 | 146.0 | 15.1 | 21 | 104 | 96 | Area (Tom Green)..... | Texas | 58.6 | 39.3 | 49.1 | 72 | 161 | 162 |
| Central City..... | Maine | 76.9 | 73.6 | 4.5 | 30 | 119 | 106 | Central City..... | Texas | 51.9 | 25.8 | 101.1 | 69 | 158 | 162 |
| Balance of Area..... | Maine | 91.1 | 72.4 | 25.8 | .. | .. | .. | Balance of Area..... | Texas | 6.7 | 13.5 | -50.4 | .. | .. | .. |
| Pueblo..... | Colo. | | | | | | | San Bernardino..... | Cal. | | | | | | |
| Area (Pueblo)..... | Colo. | 89.6 | 68.9 | 30.1 | 65 | 154 | 155 | Area (San Bernardino)..... | Cal. | 280.3 | 161.1 | 74.0 | 7 | 67 | 90 |
| Central City..... | Colo. | 63.6 | 52.2 | 21.9 | 51 | 140 | 138 | Central City..... | Cal. | 62.8 | 43.6 | 43.9 | 53 | 142 | 163 |
| Balance of Area..... | Colo. | 26.0 | 16.7 | 55.7 | .. | .. | .. | Balance of Area..... | Cal. | 217.5 | 117.5 | 85.0 | .. | .. | .. |
| Racine..... | Wis. | | | | | | | San Jose..... | Cal. | | | | | | |
| Area (Racine)..... | Wis. | 109.1 | 94.0 | 16.0 | 48 | 137 | 135 | Area (Santa Clara)..... | Cal. | 288.9 | 174.9 | 65.2 | 6 | 63 | 84 |
| Central City..... | Wis. | 70.7 | 67.2 | 5.3 | 39 | 128 | 115 | Central City..... | Cal. | 95.0 | 68.5 | 38.8 | 10 | 99 | 111 |
| Balance of Area..... | Wis. | 38.4 | 26.8 | 43.3 | .. | .. | .. | Balance of Area..... | Cal. | 193.9 | 106.4 | 82.1 | .. | .. | .. |
| Raleigh..... | N. C. | | | | | | | Sioux City..... | Iowa | | | | | | |
| Area (Wake)..... | N. C. | 135.9 | 109.5 | 24.1 | 35 | 124 | 123 | Area (Woodbury)..... | Iowa | 104.0 | 103.6 | 0.3 | 53 | 142 | 127 |
| Central City..... | N. C. | 65.1 | 46.9 | 38.9 | 47 | 136 | 148 | Central City..... | Iowa | 84.0 | 82.4 | 2.0 | 22 | 111 | 94 |
| Balance of Area..... | N. C. | 70.8 | 62.6 | 13.1 | .. | .. | .. | Balance of Area..... | Iowa | 20.0 | 21.2 | -5.7 | .. | .. | .. |
| Roanoke..... | Va. | | | | | | | Sioux Falls..... | S. D. | | | | | | |
| Area..... | Va. | 132.8 | 112.2 | 18.4 | 38 | 127 | 121 | Area (Minnehaha)..... | S. D. | 70.4 | 57.7 | 22.0 | 71 | 160 | 153 |
| Central City..... | Va. | 91.1 | 69.3 | 31.5 | 16 | 105 | 109 | Central City..... | S. D. | 52.2 | 40.8 | 27.7 | 68 | 157 | 154 |
| Balance of Area..... | Va. | 41.7 | 42.9 | -2.8 | .. | .. | .. | Balance of Area..... | S. D. | 18.2 | 16.9 | 7.7 | .. | .. | .. |
| Roanoke (includes city of Roanoke)..... | Va. | 132.8 | 112.2 | 18.4 | .. | .. | .. | Springfield..... | Ill. | | | | | | |
| Rockford..... | Ill. | | | | | | | Area (Sangamon)..... | Ill. | 130.6 | 117.9 | 10.8 | 40 | 129 | 119 |
| Area (Winnebago)..... | Ill. | 151.9 | 121.2 | 25.3 | 27 | 114 | 114 | Central City..... | Ill. | 80.8 | 75.5 | 7.1 | 26 | 115 | 105 |
| Central City..... | Ill. | 92.5 | 84.6 | 9.3 | 12 | 101 | 91 | Balance of Area..... | Ill. | 49.8 | 42.4 | 17.4 | .. | .. | .. |
| Balance of Area..... | Ill. | 59.4 | 36.6 | 62.0 | .. | .. | .. | Springfield..... | Mo. | | | | | | |
| Rock Island—See Daven- port—Rock Island— Moline..... | | | | | | | | Area (Greene)..... | Mo. | 104.1 | 90.5 | 15.0 | 52 | 141 | 139 |
| Saginaw..... | Mich. | | | | | | | Central City..... | Mo. | 66.3 | 61.2 | 8.3 | 45 | 134 | 126 |
| Area (Saginaw)..... | Mich. | 152.8 | 130.5 | 17.1 | 26 | 113 | 109 | Balance of Area..... | Mo. | 37.8 | 29.3 | 29.0 | .. | .. | .. |
| Central City..... | Mich. | 92.4 | 82.8 | 11.5 | 13 | 102 | 93 | Springfield..... | Ohio | | | | | | |
| Balance of Area..... | Mich. | 60.4 | 47.7 | 26.6 | .. | .. | .. | Area (Clark)..... | Ohio | 111.0 | 95.6 | 16.1 | 47 | 136 | 132 |
| St. Joseph..... | Mo. | | | | | | | Central City..... | Ohio | 78.0 | 70.7 | 10.4 | 28 | 117 | 108 |
| Area (Buchanan)..... | Mo. | 93.6 | 94.1 | -0.5 | 63 | 152 | 134 | Balance of Area..... | Ohio | 33.0 | 24.9 | 32.5 | .. | .. | .. |
| Central City..... | Mo. | 75.6 | 75.7 | -0.2 | 32 | 121 | 104 | Staubenville—See Wheel- ing-Staubenville..... | | | | | | | |
| Balance of Area..... | Mo. | 18.0 | 18.4 | -1.6 | .. | .. | .. | Stockton..... | Cal. | | | | | | |
| | | | | | | | | Area (San Joaquin)..... | Cal. | 200.5 | 134.2 | 49.4 | 13 | 91 | 103 |
| | | | | | | | | Central City..... | Cal. | 71.7 | 54.7 | 31.0 | 36 | 125 | 135 |
| | | | | | | | | Balance of Area..... | Cal. | 128.8 | 79.5 | 62.0 | .. | .. | .. |

4. CENTRAL CITIES—50,000-99,999—(Concluded)

| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION, APRIL 1 (in thousands) | | % Change over 1940 | Rank in Group 1950 | RANK IN U. S. A. | |
|-----------------------------------|-------------|---------------------------------------|---------|--------------------|--------------------|------------------|------|
| | | 1950 | 1940 | | | 1950 | 1940 |
| City and County | | | | | | | |
| Terre Haute..... | Ind. | | | | | | |
| Area (Vigo)..... | Ind. | 104.9 | 99.7 | 5.2 | 50 | 139 | 131 |
| Central City..... | Ind. | 64.0 | 62.7 | 2.1 | 49 | 138 | 120 |
| Balance of Area..... | Ind. | 40.9 | 37.0 | 10.5 | .. | .. | .. |
| Topeka..... | Kans. | | | | | | |
| Area (Shawnee)..... | Kans. | 104.4 | 91.2 | 14.4 | 51 | 140 | 138 |
| Central City..... | Kans. | 77.8 | 67.8 | 14.7 | 29 | 118 | 113 |
| Balance of Area..... | Kans. | 26.6 | 23.4 | 13.7 | .. | .. | .. |
| Waco..... | Texas | | | | | | |
| Area (McLennan)..... | Texas | 128.6 | 101.9 | 26.2 | 41 | 130 | 128 |
| Central City..... | Texas | 84.3 | 56.0 | 50.6 | 21 | 110 | 134 |
| Balance of Area..... | Texas | 44.3 | 45.9 | -3.5 | .. | .. | .. |
| Waterloo..... | Iowa | | | | | | |
| Area (Black Hawk)..... | Iowa | 99.6 | 79.9 | 24.6 | 58 | 147 | 146 |
| Central City..... | Iowa | 64.4 | 51.7 | 24.4 | 48 | 137 | 140 |
| Balance of Area..... | Iowa | 35.2 | 28.2 | 24.8 | .. | .. | .. |
| Wheeling-Stubenville..... | W. Va.-Ohio | | | | | | |
| Area..... | W. Va.-Ohio | 352.9 | 364.1 | -3.1 | 2 | 52 | 41 |
| Central Cities..... | W. Va. | 94.1 | 98.7 | -4.7 | 11 | 100 | 83 |
| Balance of Area..... | W. Va.-Ohio | 258.8 | 265.4 | -2.5 | .. | .. | .. |
| Brooke..... | W. Va. | 26.9 | 25.5 | 5.3 | .. | .. | .. |
| Wheeling-Stubenville, Continued | | | | | | | |
| Hancock..... | W. Va. | 34.5 | 31.6 | 9.4 | .. | .. | .. |
| Marshall..... | W. Va. | 36.9 | 40.2 | -8.3 | .. | .. | .. |
| Ohio..... | W. Va. | 71.3 | 73.1 | -2.5 | .. | .. | .. |
| Belmont..... | Ohio | 87.4 | 95.6 | -8.6 | .. | .. | .. |
| Jefferson..... | Ohio | 96.0 | 98.1 | -2.2 | .. | .. | .. |
| Wichita Falls..... | Texas | | | | | | |
| Area (Wichita)..... | Texas | 98.0 | 73.6 | 33.2 | 60 | 149 | 150 |
| Central City..... | Texas | 67.7 | 45.1 | 50.1 | 44 | 133 | 150 |
| Balance of Area..... | Texas | 30.3 | 28.5 | 6.3 | .. | .. | .. |
| Wilkes-Barre-Hazleton..... | Pa. | | | | | | |
| Area (Luzerne)..... | Pa. | 391.2 | 441.5 | -11.4 | 1 | 48 | 32 |
| Central Cities..... | Pa. | 112.1 | 124.2 | -9.8 | 5 | 87 | 67 |
| Balance of Area..... | Pa. | 279.1 | 317.3 | -12.0 | .. | .. | .. |
| Winston-Salem..... | N. C. | | | | | | |
| Area (Forsyth)..... | N. C. | 145.1 | 126.5 | 14.7 | 31 | 119 | 110 |
| Central City..... | N. C. | 86.8 | 79.8 | 8.8 | 19 | 108 | 98 |
| Balance of Area..... | N. C. | 58.3 | 46.7 | 24.8 | .. | .. | .. |
| York..... | Pa. | | | | | | |
| Area (York)..... | Pa. | 202.4 | 178.0 | 13.7 | 12 | 90 | 83 |
| Central City..... | Pa. | 59.7 | 56.7 | 5.3 | 56 | 145 | 133 |
| Balance of Area..... | Pa. | 142.7 | 121.3 | 17.6 | .. | .. | .. |
| Group 4, Area Total..... | | 11,034.8 | 9,146.3 | 20.6 | .. | .. | .. |

5. ADDITIONAL AREAS DEFINED BY

| STANDARD METROPOLITAN COUNTY AREA | STATE | POPULATION (in thousands) | | % Change over 1940 | Rank in Group 1950 | WAR-RANTED RANK IN U. S. A. | |
|---|-------|---------------------------|---------------|--------------------|--------------------|-----------------------------|------|
| | | April 1, 1950 | April 1, 1940 | | | 1940 | 1950 |
| City and County | | | | | | | |
| Auburn—See Lewiston-Auburn. | | | | | | | |
| Abilene..... | Texas | | | | | | |
| Area (Taylor)..... | Texas | 63.1 | 44.1 | 42.9 | 25 | 160c | 161a |
| Central City..... | Texas | 47.1 | 26.6 | 77.0 | 14 | 172 | 161 |
| Balance of Area..... | Texas | 16.0 | 17.5 | -8.6 | .. | .. | .. |
| Anderson..... | Ind. | | | | | | |
| Area (Madison)..... | Ind. | 103.8 | 88.6 | 17.2 | 10 | 142a | 140e |
| Central City..... | Ind. | 46.8 | 41.6 | 12.6 | 15 | 174 | 153c |
| Balance of Area..... | Ind. | 57.0 | 47.0 | 21.3 | .. | .. | .. |
| Battle Creek..... | Mich. | | | | | | |
| Area (Calhoun)..... | Mich. | 120.7 | 94.2 | 27.7 | 7 | 132b | 133b |
| Central City..... | Mich. | 48.5 | 43.5 | 11.5 | 8 | 167 | 153a |
| Balance of Area..... | Mich. | 72.2 | 50.7 | 42.4 | .. | .. | .. |
| Biloxi-Gulfport..... | Miss. | | | | | | |
| Area (Harrison)..... | Miss. | 83.6 | 50.8 | 64.6 | 16 | 157b | 159b |
| Central Cities..... | Miss. | 59.5 | 32.7 | 82.0 | 3 | 145a | 160d |
| Balance of Area..... | Miss. | 24.1 | 18.1 | 33.1 | .. | .. | .. |
| Brownsville-Harlingen-McAllen..... | Texas | | | | | | |
| Area..... | Texas | 284.8 | 189.3 | 50.4 | 1 | 64a | 78a |
| Central Cities..... | Texas | 79.4 | 47.3 | 67.9 | 1 | 116a | 147c |
| Balance of Area..... | Texas | 205.4 | 142.0 | 44.6 | .. | .. | .. |
| Cameron..... | Texas | 124.8 | 83.2 | 50.0 | .. | .. | .. |
| Hidalgo..... | Texas | 160.0 | 106.1 | 50.9 | .. | .. | .. |
| Colorado Springs..... | Colo. | | | | | | |
| Area (El Paso)..... | Colo. | 74.3 | 54.0 | 37.5 | 20 | 159a | 159a |
| Central City..... | Colo. | 45.3 | 36.8 | 23.0 | 17 | 176 | 156b |
| Balance of Area..... | Colo. | 29.0 | 17.2 | 68.6 | .. | .. | .. |
| Dubuque..... | Iowa | | | | | | |
| Area (Dubuque)..... | Iowa | 71.3 | 63.8 | 11.8 | 22 | 159c | 155a |
| Central City..... | Iowa | 49.5 | 43.9 | 12.8 | 5 | 164 | 151a |
| Balance of Area..... | Iowa | 21.8 | 19.9 | 9.5 | .. | .. | .. |
| Elmira..... | N. Y. | | | | | | |
| Area (Chemung)..... | N. Y. | 86.8 | 73.7 | 17.7 | 14 | 156a | 149b |
| Central City..... | N. Y. | 49.7 | 45.1 | 10.2 | 4 | 163 | 149a |
| Balance of Area..... | N. Y. | 37.1 | 28.6 | 29.7 | .. | .. | .. |
| Fayetteville..... | N. C. | | | | | | |
| Area (Cumberland)..... | N. C. | 82.9 | 59.3 | 39.7 | 17 | 158a | 157b |
| Central City..... | N. C. | 34.6 | 17.4 | 98.6 | 25 | 183 | 163 |
| Balance of Area..... | N. C. | 48.3 | 41.9 | 15.3 | .. | .. | .. |
| Fort Smith..... | Ark. | | | | | | |
| Area (Sebastian)..... | Ark. | 63.9 | 62.8 | 1.8 | 24 | 160b | 156a |
| Central City..... | Ark. | 47.9 | 36.6 | 30.8 | 10 | 169 | 157a |
| Balance of Area..... | Ark. | 16.0 | 26.2 | -38.9 | .. | .. | .. |
| Gulfport—See Biloxi-Gulfport. | | | | | | | |
| Harlingen—See Brownsville-Harlingen-McAllen | | | | | | | |
| La Crosse..... | Wis. | | | | | | |
| Area (La Crosse)..... | Wis. | 67.6 | 59.7 | 13.3 | 23 | 160a | 157a |
| Central City..... | Wis. | 47.4 | 42.7 | 11.0 | 13 | 171 | 153c |
| Balance of Area..... | Wis. | 20.2 | 17.0 | 18.8 | .. | .. | .. |
| Lewiston-Auburn..... | Maine | | | | | | |
| Area (Androscoggin)..... | Maine | 83.7 | 76.7 | 9.2 | 15 | 157a | 147a |
| Central Cities..... | Maine | 64.2 | 58.4 | 9.9 | 2 | 137a | 130a |
| Balance of Area..... | Maine | 19.5 | 18.3 | 6.6 | .. | .. | .. |

5. ADDITIONAL AREAS DEFINED BY SM — (Concluded)

| STANDARD METROPOLITAN COUNTY AREA City and County | STATE | POPULATION (in thousands) | | % Change over 1940 | Rank in Group 1950 | WAR-RANKED RANK IN U. S. A. | |
|--|------------|------------------------------|---------------|--------------------|--------------------|-----------------------------|------|
| | | April 1, 1950 | April 1, 1940 | | | 1940 | 1950 |
| Lynchburg..... | Va. | | | | | | |
| Area..... | Va. | 77.0 | 70.5 | 9.2 | 19 | 158e | 152b |
| Central City..... | Va. | 47.6 | 44.5 | 7.0 | 11 | 170 | 151a |
| Balance of Area..... | Va. | 29.4 | 26.0 | 12.9 | .. | .. | .. |
| Campbell (includes independent city of Lynchburg)..... | Va. | 77.0 | 70.5 | 9.2 | .. | .. | .. |
| McAllen—See Brownsville-Harlingen-McAllen | | | | | | | |
| Monroe-West Monroe..... | La. | | | | | | |
| Area (Ousachita)..... | La. | 74.3 | 59.2 | 25.5 | 21 | 159b | 157c |
| Central City..... | La. | 48.7 | 36.9 | 32.0 | 6 | 165 | 156a |
| Balance of Area..... | La. | 25.6 | 22.3 | 14.8 | .. | .. | .. |
| Muskegon..... | Mich. | | | | | | |
| Area (Muskegon)..... | Mich. | 120.8 | 94.5 | 27.8 | 6 | 132a | 133a |
| Central City..... | Mich. | 48.0 | 47.7 | .7 | 9 | 168 | 147a |
| Balance of Area..... | Mich. | 72.8 | 46.8 | 55.6 | .. | .. | .. |
| New Castle..... | Pa. | | | | | | |
| Area (Lawrence)..... | Pa. | 104.7 | 96.9 | 8.1 | 9 | 139a | 131a |
| Central City..... | Pa. | 48.6 | 47.6 | 1.9 | 7 | 166 | 147b |
| Balance of Area..... | Pa. | 56.1 | 49.3 | 13.8 | .. | .. | .. |
| Newport News..... | Va. | | | | | | |
| Area..... | Va. | 141.2 | 84.5 | 67.1 | 4 | 121a | 142a |
| Central City..... | Va. | 47.5 | 43.0 | 10.5 | 12 | 171 | 153a |
| Balance of Area..... | Va. | 93.7 | 41.5 | 125.8 | .. | .. | .. |
| Elizabeth City (includes independent city of Hampton)..... | Va. | 60.4 | 38.2 | 58.1 | .. | .. | .. |
| Warwick (includes independent city of Newport News)..... | Va. | 80.8 | 46.3 | 74.5 | .. | .. | .. |
| Pensacola..... | Fla. | | | | | | |
| Area (Escambia)..... | Fla. | 111.2 | 74.7 | 49.0 | 8 | 135a | 149a |
| Central City..... | Fla. | 43.3 | 34.4 | 15.6 | 20 | 179 | 160b |
| Balance of Area..... | Fla. | 67.9 | 40.3 | 68.5 | .. | .. | .. |
| Portsmouth..... | Ohio | | | | | | |
| Area (Scioto)..... | Ohio | 82.6 | 86.6 | -4.6 | 18 | 158b | 141a |
| Central City..... | Ohio | 36.7 | 40.5 | -9.4 | 24 | 183 | 154a |
| Balance of Area..... | Ohio | 45.9 | 46.1 | -.4 | .. | .. | .. |
| Riverside..... | Cal. | | | | | | |
| Area (Riverside)..... | Cal. | 169.4 | 105.5 | 60.5 | 2 | 102a | 125a |
| Central City..... | Cal. | 46.4 | 34.7 | 33.7 | 16 | 175 | 160a |
| Balance of Area..... | Cal. | 123.0 | 70.8 | 73.7 | .. | .. | .. |
| Salem..... | Ore. | | | | | | |
| Area (Marion)..... | Ore. | 100.4 | 75.2 | 33.4 | 12 | 145a | 147b |
| Central City..... | Ore. | 43.1 | 30.9 | 39.5 | 21 | 181 | 161a |
| Balance of Area..... | Ore. | 57.3 | 44.3 | 29.3 | .. | .. | .. |
| Texarkana..... | Texas-Ark. | | | | | | |
| Area..... | Texas | 94.4 | 82.1 | 15.0 | 13 | 150a | 143a |
| Central City..... | Texas | 40.5 | 28.8 | 40.6 | 23 | 182 | 161b |
| Balance of Area..... | Texas-Ark. | 53.9 | 53.3 | 1.1 | .. | .. | .. |
| Bowie..... | Texas | 61.8 | 50.2 | 23.1 | .. | .. | .. |
| Miller..... | Ark. | 32.6 | 31.9 | 2.2 | .. | .. | .. |
| Tucson..... | Ariz. | | | | | | |
| Area (Pima)..... | Ariz. | 141.1 | 72.3 | 93.7 | 5 | 121b | 152a |
| Central City..... | Ariz. | 45.1 | 36.8 | 22.4 | 18 | 177 | 156c |
| Balance of Area..... | Ariz. | 96.0 | 35.5 | 170.4 | .. | .. | .. |
| West Monroe—See Monroe-West Monroe. | | | | | | | |
| West Palm Beach..... | Fla. | | | | | | |
| Area (Palm Beach)..... | Fla. | 144.1 | 80.0 | 42.7 | 3 | 119a | 145a |
| Central City..... | Fla. | 43.1 | 33.7 | 27.8 | 22 | 181 | 160c |
| Balance of Area..... | Fla. | 101.0 | 46.3 | 118.1 | .. | .. | .. |
| Williamsport..... | Pa. | | | | | | |
| Area (Lycoming)..... | Pa. | 100.9 | 93.6 | 7.8 | 11 | 143a | 136a |
| Central City..... | Pa. | 45.0 | 44.3 | 1.4 | 19 | 178 | 151b |
| Balance of Area..... | Pa. | 55.9 | 49.3 | 13.4 | .. | .. | .. |
| Group 5, Area Totals..... | | 2,648.6 | 1,992.6 | 32.9 | .. | .. | .. |

Summary—Group Totals of Metropolitan Areas 1950-1940

| | 1950 | 1940 | % CHANGE 1950/1940 |
|--|----------|----------|-----------------------|
| I. Group 1—Central Cities Over 500,000 | 47,901.8 | 40,465.3 | 18.4 |
| II. Group 2—Central Cities 250,000—499,999 | 10,087.5 | 7,745.7 | 30.2 |
| III. Group 3—Central Cities 100,000—249,999 | 15,925.6 | 12,837.1 | 24.1 |
| IV. Group 4—Central Cities 50,000—99,999 | 11,034.8 | 9,146.3 | 20.6 |
| Total, Groups 1—4 | 84,949.7 | 70,194.4 | 21.0 |
| V. Group 5—Additional Areas Defined by SM | 2,648.6 | 1,992.6 | 32.9 |
| Total Groups 1—5 | 87,598.3 | 72,187.0 | 21.3 |

The New Look on Washington's 5%ers

The legitimate ones* are busier than ever doing what they've always done—providing clients with genuine service which many smaller concerns can not afford on a full-time basis. The fringe operator is subdued but still at it.

A Washington 5 percenter is busy. Before Korea you could wander into his office, gossip idly and lengthily without forcing him to excuse himself. You can't any more. A secretary will tell you that Mr. is in conference or, more likely, that he is at the Pentagon and won't be back until five o'clock. Can she take your name?

That's the established 5 percenter, the man who has been in business for several years and has clients. His office looks like a place where people work. A desk will be strewn with papers—order forms and handouts; his telephone keeps ringing. The amiability of a telephone voice has become efficiently impersonal.

Since Korea new people have gone into business but haven't acquired customers. There were always some, agents without accounts, seeming to be giving most of their attention to front. They've changed their lines somewhat, adjusted them to the 5 percenter publicity. A year and a half ago the buccaneering free lance bubbled over with schemes; he was setting up the Service that really would pay off; he was about to make his own fortune and, if you cared to put up a small investment, might make yours.

Now, the free lance is more likely to strive for the conservative approach which, he judges from the publicity on the subject, betokens dignity, solidity. Yes, these Department of Commerce listings of bids come in a bit too late for the average manufacturer; his Service offers them a day or two faster. The small businessman can't understand these priority rules and needs someone in Washington to interpret them as well as to click off their changes. He needs somebody to watch trends, the

"trends of NPA thinking." The man who put his case so deprecatingly, knowing that he was talking to a reporter, is more aggressive in his form letters. This one had been received by the Hart Manufacturing Co., Hartford, Conn.:

"Gentlemen:

"We can reduce and make profitable your many problems of dealing with Washington by acting as your personal liaison representative.

"We co-ordinate through personal contact with the Government agencies all of your Washington activity. This covers but is not limited to expediting and securing priority allocations—relief and exemptions from regulations—keeping in daily contact with Government contracting officers with respect to competitive or negotiated contracts—securing specifications, contracts, text approvals and, if necessary, production loans—in other words, all aspects of Government as it affects your business.

"This investment for this service is only \$250 per month, payable each month in advance, plus a percentage to be agreed upon, of the net profit realized by you from the contracts obtained through our efforts, the percentage amount to be paid to us at the close of each six-month period. The monthly payment is to cover expenses which in this business is entertainment primarily."

One might imagine that all of the services he mentioned are bringing cash to the agents. They aren't—not yet. Most of the work, the actual day-to-day work, is of the usual kind, only there's more of it. The 5 percenters are mostly dealing with procurement officers, showing models, helping to make estimates, criticizing specifications and proposing others.

During the war a new Washington industry developed—dealing with WPB and OPA. There were expeditors: men who prodded the Government to find essential materials or

Sales Leads



TSN Inquiries

increase your sales and cut sales costs and selling time.

More than 100,000 reader-buyers each month see your sales story in TSN, the only tabloid product information publication edited exclusively for the transportation industry markets.

Factual proof of the quality of TSN inquiries is the fact that TSN advertising is at an all-time high. You get both complete market coverage and tangible sales leads at lowest cost by telling your sales story regularly in TSN.

Plan a test schedule now and check the results.

Transportation Supply News

State-Madison Bldg., 22 W. Madison St., Chicago 2, Ill.

122 E. 42nd St., New York 17, N. Y.

2404 W. Seventh St., Los Angeles 5, Cal.

Complete coverage, in depth, needed in educational field

CHICAGO:—So far as the advertiser is concerned, there are no unimportant people in America's great "influence" market, says Georgia C. Rawson, Executive Vice President of State Teachers Magazines.

"Teacher influence on adult opinion starts on the day the child enters kindergarten," Miss Rawson points out. "What teacher says affects parental opinions and preferences throughout the community. And, of course, the 16 years of teacher guidance, through grade and high school, influence the adult life of every pupil.

"This widespread and lasting influence on the attitudes and beliefs of almost everyone in the country makes every public school teacher and administrator a Very Important Person to every business man."

The complete story of the educational field as America's great "influence" market, and of the complete coverage in depth offered by State Teachers Magazines, is available in a 12-page, file size folder. It's free. Write for it to Georgia C. Rawson, Executive Vice President, State Teachers Magazines, 309 N. Michigan Avenue, Chicago 1, Ill.

*See "Questions You'll Have to Answer If Your Agents Sell to Government," page 48.



***TO REACH THE RICHEST MARKET
USE RECOGNIZED PROFESSIONAL
WINDOW DISPLAY INSTALLATION**

1) NO WASTE!

Your showing, in the best windows, is guaranteed.

2) COMPLETE!

You reach your audience when they are ready to buy, where they are ready to buy, at the Point-Of-Sale!

***CONSULT THE DISPLAY COMPANY NEAREST YOU:**

S. Frederick Sansone Co., New Haven, Conn.
New Jersey Display Service, Newark, N. J.
Dis-Play-Well, Inc., New York City, N. Y.
Raleigh Window Display Service, Kingston, Pa.
Hanick Display Service, Philadelphia, Pa.
Margolis Window Display Co., Baltimore, Md.
Matthews Display Service, Washington, D. C.
Pittsburgh Display Service, Pittsburgh, Pa.

We've Arrived! We've the Figures to Prove That

*We're No Longer
Squalling Brats!*

MIAMI

(Dade County) Ranks 4th Among All Official Metropolitan County Areas in Percentage of Population Growth Since 1940! * Among All Cities in Its Population Group...the Miami Area Ranks 1st in Percentage of Population Increase! *

WIOD

(Miami-NBC) Passed Its First Quarter Century Mark This Month! And, Proud We Are to Have Had a Part in the Growth and Development of Miami Into One of the Top Markets in the Entire South! Selling Did It! For the Facts and Figures, Call Our Rep...George P. Hollingbery Co.



JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

* 1950 U. S. Census



components for an important war job. There were lawyers whose whole business consisted of taking grievances before the War agencies and, sometimes after formal hearings, getting adjustments.

There isn't much of this yet. Companies are not so pressed for materials, scarce as they have become, as to put expeditors wholesale on their payrolls. NPA has merely issued orders; it hasn't announced a single act of enforcement. No grievance case—an actual case peculiarly affecting a single concern—has yet arisen: There have been merely the collective murmurs of resentment as orders appeared. There is a hint that lawyers and agents are alive to the prospects. They've put their names on all the mailing lists of the new agencies, evidently to know when there are new diggings. The business is almost certain to come; it hasn't yet.

How It Works

Although, from time to time, Government officials inveigh against 5 percenters in deference to last year's Senate investigation, their organizations deal with them as a matter of course. There would be an outcry if they refused to. A department deals, of course, with the Washington headquarters of a major company. Mr. Agent is the accredited representative of the XYZ company, which would complain to the Congressman if he got a brushoff.

Agents have changed their methods of billing. They used to take contingent fees. These are frowned on nowadays. It's doubtful if they'd be allowed as a cost of doing business either by the paymasters or by the Revenue Bureau. Retainers are more respectable.

The Revenue Bureau does allow a company to deduct payment to its Washington man. In one case, where it refused, it was licked in the tax court. Aetna-Standard Engineering Co., Youngstown, O., had paid \$50,496 to Milburn & Brady, DC, for help in getting war orders. So far, the Bureau's higher-ups haven't decided whether to appeal. If they do, it will be because of some peculiar twist in this payment, not because it condemns Washington agents. The fee is deductible, unless in some way the service is "against public policy." A Revenue man said that the best definition of "against public policy" is "smells bad."

The agents are making more money because they're getting more work. They're also hiking their fees. Costs, they say, have gone up. A few

SALES MANAGEMENT

are in the grand position of being able to refuse new accounts, to refer clients to their own competitors.

"I'll take a new account if it's like one I'm doing already, if it's seeing people I see anyway. If it's an altogether different product, I can't fit it in. Much as I hate to turn down dough."

Later on, 5 percenters will be hir-

ing assistants, branching into new fields. Like during the war, some will be negotiating priorities, handling appeals. Listings in the classified directory will expand; there will be new men, fresh from the Agencies, with a lot on the ball. The good ones survive investigations, indiscriminate publicity, blanket castigation — not only survive it, but flourish.

WHAT BRANDS LEAD FIELD IN AMERICA'S SMALL TOWNS?

For the fifteenth year *Grit* has conducted a survey of the buying habits and brand preferences of its readers. This year the sample is based upon 23,898 replies from all parts of the country—by far the largest cross-section the publication has surveyed of the small town market.

Under the head, "How to Use The *Grit* Survey," the editors suggest: "Sales trends. Note the change in percentages of *Grit* families using your product (or competitive products) from year to year. The percentages indicate sales trends."

They challenge: "... check the percentage of *Grit* families using your product *before* you began advertising in *Grit*. Then follow across to the year *after* that ... Ownership of homes, automobiles, etc., shows buying power of *Grit* America. Judge the value of the true small town market by the *Grit* Reader Survey."

A new feature this year is a photographic story of a personal investigation made in one small town. This includes interviews with the local banker, with merchants and with representative families in the town of Millville, Pa. Typical homes are shown; retail outlets are pictured—inside and out—and nationally advertised brands are shown prominently displayed in places of less than 1,000 population.

The customary study of automobile ownership reveals that Chevrolet, Ford, Plymouth and Pontiac are the leaders in that order. Trucks are owned by 21.9% of *Grit* reading

families, with Chevrolet and Ford far ahead of other makes.

Colgate leads all other toothpastes and tooth powders; 62% of *Grit* families buy home permanent wave kits, with Toni accounting for over 80% of the business.

Hot roll mixes and cake mixes are being used to a greater extent in small towns of America, and Pillsbury leads all other brands. Forty-one percent of *Grit* readers buy instant coffee, 75% buy margarine, only 11.2% use frozen orange juice.

Tide has gone into first place among laundry soaps, but other detergents have made little progress. Tide is followed closely by Rinso, Duz, Oxydol, Fels-Naptha and Super Suds in that order.

Television will have little effect on the small town market, according to the *Grit* Survey, which shows that only 2.5% of its readers own sets.

Electricity for cooking is gaining rapidly in popularity, although 26% of *Grit* families still use coal or wood. More families use piped-in gas than L-P gas.

Camel cigarettes are far ahead of other brands, followed by Lucky Strike, Chesterfield, Philip Morris and Old Gold in that order.

These and many other facts are shown in the 112-page, spiral-bound "15th Annual *Grit* Reader Survey—1950." Distribution is limited to national advertisers and recognized advertising agencies. Copies may be obtained by writing to: Advertising Department, *Grit* Publishing Co., Williamsport, Pa.

st in

POPULATION

4,051,740 *

RETAIL SALES

\$2,294,535,000 **

NET INCOME

\$3,487,827,000 **

FARM INCOME

\$809,026,000 **

MANUFACTURING SALES

\$4,497,300,000 ***

... among
the 12 states in
the rich, growing
Southeastern
Market

*1950 U. S. CENSUS

**1949 SALES MANAGEMENT

***1949 MANUFACTURERS
RECORD

NORTH CAROLINA

DEPARTMENT OF CONSERVATION
AND DEVELOPMENT, RALEIGH

describing "Operation Haylift," through which the United States Air Force dropped baled hay to cattle marooned and starving during the 1948 blizzards in the Dakotas.

By the time the farmer had received his third folder on hay balers, his appetite presumably had been whetted to the proper point.

The dealer knew the dates, within a day or two, of the various mailings. After the farmer had had a week or two to study the last piece, the dealer dropped around to consult him on his needs.

Do these mailers sell farm implements?

One Oklahoma dealer is convinced that they do. He sent in the names of five Bale-O-Matic prospects, and eventually he made five sales.

Letters Check Slips

But there is always the chance of a slip in a direct mail program, so another modern touch has been added. Say a dealer indicates he does not think his prospects are receiving the direct mail pieces. That dealer's prospects receive a letter from Bon D. Grussing, advertising and sales promotion manager of Minneapolis-Moline. The letter explains that a series of mailings has been directed to the prospect at the request of the local MM dealer. The prospect is asked to help MM check up on how the mailings came through, whether they were crushed or soiled, or were in readable condition.

Do the letters get action? One enclosed self-addressed post card was returned by a farmer in Vincennes, Ind., who said the mailings had been received in good condition. "In fact," the farmer added at the bottom of the card, "they were so good I recently bought a MM tractor, a plow and a disc harrow."

"Quality control" is a thread that runs constantly through all MM direct mail pieces. Another point is that pictures must be used constantly to show what MM farm machinery will do.

The Korean and other developments, of course, quickly changed management's concern from increased sales to maintaining production. But even so the flexibility of direct mail shows its value. At the beginning of the program we were concerned chiefly with interesting a farmer in a tractor of the proper size for his farm. Now we are able to swing the emphasis to models still in good supply and available from MM dealers. Dealers know their prospects and they know what machinery they have to sell.

TENTH

in the Nation in TOTAL ADVERTISING LINAGE!

As measured for first ten months
of 1950 by Media Records, Inc.

Total Advertising of the First Fifty Newspapers (Both six-day and seven-day papers)

| | LINES |
|---|------------|
| 1. Milwaukee Journal (E & S) | 36,645,000 |
| 2. Chicago Tribune (M & S) | 35,382,698 |
| 3. Los Angeles Times (M & S) | 32,682,393 |
| 4. New York Times (M & S) | 32,216,520 |
| 5. Washington Star (E & S) | 31,545,939 |
| 6. Detroit News (E & S) | 30,427,793 |
| 7. Miami Herald (M & S) | 29,631,876 |
| 8. Baltimore Sun (E & S) | 29,446,341 |
| 9. Philadelphia Inquirer (M & S) | 29,409,138 |
| 10. HOUSTON CHRONICLE (E & S) | 29,221,774 |
| 11. New York News (M & S) | 29,002,691 |
| 12. Dallas Times-Herald (E & S) | 28,022,012 |
| 13. New Orleans Times Picayune & States (M & S) | 27,938,590 |
| 14. Cleveland Plain-Dealer (M & S) | 26,383,401 |
| 15. Akron Beacon-Journal (E & S) | 26,039,965 |
| 16. Minneapolis Star & Tribune (E & S) | 25,862,948 |
| 17. St. Louis Post-Dispatch (E & S) | 25,788,672 |
| 18. Philadelphia Bulletin (E & S) | 24,970,929 |
| 19. Dallas News (M & S) | 24,603,382 |
| 20. Dayton News (E & S) | 24,324,123 |
| 21. Indianapolis Star (M & S) | 24,179,769 |
| 22. Newark News (E & S) | 24,053,834 |
| 23. Atlanta Journal & Constitution (E & S) | 23,900,008 |
| 24. Toledo Blade (E & S) | 23,829,502 |
| 25. Birmingham News (E & S) | 23,465,723 |
| 26. Los Angeles Examiner (M & S) | 23,450,775 |
| 27. Columbus Dispatch (E & S) | 23,099,003 |
| 28. Memphis Commercial-Appeal (M & S) | 23,053,503 |
| 29. Syracuse Herald Journal & American (E & S) | 22,240,772 |
| 30. Boston Herald (M & S) | 22,225,631 |
| 31. Cincinnati Enquirer (M & S) | 21,494,080 |
| 32. Oakland Tribune (E & S) | 21,392,808 |
| 33. Denver Post (E & S) | 20,934,269 |
| 34. St. Paul Pioneer Press & Dispatch (E & S) | 20,406,250 |
| 35. Rochester Democrat & Chronicle (M & S) | 20,309,485 |
| 36. Pittsburg Press (E & S) | 20,286,560 |
| 37. Cleveland Press (E) | 20,163,726 |
| 38. Houston Post (M & S) | 20,094,796 |
| 39. Louisville Courier-Journal (M & S) | 20,068,461 |
| 40. Buffalo Evening News (E) | 20,046,197 |
| 41. Seattle Times (E & S) | 19,907,504 |
| 42. Washington Times-Herald (D & S) | 18,863,322 |
| 43. Washington Post (M & S) | 18,818,095 |
| 44. San Francisco Examiner (M & S) | 18,716,498 |
| 45. Fort Worth Star-Telegram (E & S) | 18,544,107 |
| 46. Baltimore American & News-Post (E & S) | 18,504,598 |
| 47. Nashville Tennessean (M & S) | 18,137,849 |
| 48. San Antonio Express (M & S) | 17,904,900 |
| 49. Younastown Vindicator-Telegram (E & S) | 17,858,726 |
| 50. New York Herald Tribune (M & S) | 17,853,419 |

If you want to sell the great and growing Houston market
at lowest cost — use the one paper that has proved and
demonstrated its leadership for 38 consecutive years.

The Houston Chronicle

R. W. McCARTHY
Advertising Director

M. J. GIBBONS
National Advertising Manager

THE BRANHAM COMPANY
National Representatives

FIRST IN HOUSTON IN CIRCULATION AND ADVERTISING FOR 38 CONSECUTIVE YEARS

High Spot Cities

Retail Sales Forecast for January, 1951

The volume of retail trade will reach a level of \$10.4 billion in January of the new year, continuing the sales boom initiated by the Korean crisis last summer. However, it must be noted that more than half of the 9% gain in January sales over that of January 1950 probably reflects price rises rather than gains in unit volume. This is borne out by the experience of many department stores which scored new records for pre-Xmas dollar volumes. However, both in terms of unit volume and also with respect to seasonal increases in sales personnel, current department store performance did not seem to exceed that of the preceding year to any significant degree.

Uncertainties in the new year with respect to supplies of hard goods requiring use of critical materials (cars, appliances, etc.) continue to plague both buyers and sellers. Sales of furniture and television sets continue on high levels, while automobile sales, now at a seasonal low, will soon return to swell the sales volume of hard goods to record high points as consumers try to anticipate the mixed effects of controls and shortages in a semi-war economy. There is little question but that the inflationary pressure generated by the war in Korea will continue to lift prices on the entire range of retail commodities in 1951 as a possible prelude to the imposition of mandatory price and wage controls.

Regionally, it may be noted that among those states reporting better than average performance for this January (as compared with January of 1950) are Alabama, California, Delaware, Florida, Georgia, Massachusetts, Michigan, New Jersey, North Carolina, Tennessee, and Texas.

The leading cities, those with a city-national index well above average, are: Lubbock, Tex., 120.0; Fresno, Calif., 118.4; Corpus Christi, Tex., 115.8; Albuquerque, N.M.,

112.7; Hempstead Township, N.Y., 112.5; Waco, Tex., 112.1; Columbus, Ga., 111.6; Charlotte, N.C., 111.3; Royal Oak-Ferndale, Mich., 111.0; Flint, Mich., 109.1; St. Petersburg, Fla., 108.8; Bethlehem, Pa., 108.8; Passaic-Clifton, N.J., 108.0; El Paso, Tex., 107.9; Wilmington, Del., 106.9.

Sales Management's Research Department, with the aid of Econometric Institute, Inc., maintains runnings charts on the business progress of more than 200 of the leading market centers of the country. Monthly data which are used in the measuring include bank debits, sales tax collections, Department of Commerce surveys of independent store sales, Federal Reserve Bank reports on department store sales.

The retail sales estimates presented herewith cover the expected dollar figure for all retail activity as defined by the Bureau of the Census. The figures are directly comparable with similar annual estimates of retail sales as published in SM's *Survey of Buying Power*.

Three Index Figures Are Given, the first being "City Index—1950 vs. 1939." This figure ties back directly to the last official Census and is valuable for gauging the long-term change in a market. It is expressed as a ratio. A figure of 400.0, for example, means that total retail sales in the city for the month will show a gain of 300% over the same 1939 month.

The second figure, "City Index, 1950 over 1949," is similar to the first, except that last year is the base year. For short-term studies it is more realistic than the first, and the two together give a well-rounded picture of how the city has grown since the last Census year and how business is today as compared with last year.

The third column, "City-National Index, 1950 over 1949" relates the city's change to the total probable national change for the same period. A city may have this month a sizable gain over the same month last year, but the rate of gain may be less—or more than that of the Nation. All figures in this column above 100 indicate cities where the change is more favorable than that for the U.S.A. The City-National Index is derived by dividing the index figure of the city by that of the Nation.

The Dollar Figure, "\$ Millions," gives the total amount of retail sales for the projected month. Like all estimates of what is likely to happen in the future, both the dollar figure and the resultant index figures can, at best, be only good approximations, since they are necessarily projections of existing trends. Allowance is made in the dollar estimates for the expected seasonal trend, and cyclical movement.

The index and dollar figures, studied together, will provide valuable information on both rate of growth and actual size of a city market.

These exclusive estimates are fully protected by copyright. They must not be reproduced in printed form, in whole or in part, without written permission from SALES MANAGEMENT, INC.

Suggested Uses for This Data include (a) special advertising and promotion drives in spot cities, (b) a guide for your branch and district managers, (c) revising sales quotas, (d) checking actual performances against potentials, (e) basis of letters for stimulating salesmen and forestalling their alibis, (f) determining where drives should be localized.

A Pre-Release Service Is Available. SM will mail, 10 days in advance of publication, a mimeographed list giving estimates of retail sales in dollar and index form for the 200-odd cities. The price is \$1.00 per year.

★

★ Cities marked with a star are Preferred-Cities-of-the-Month, with a level of sales compared with the same month in 1949 which equals or exceeds the national change.

RETAIL SALES (S.M. Forecast for January, 1951)

| City | City Index | City Index | Nat'l Index | \$ (Million) |
|----------|------------|------------|-------------|--------------|
| 1951 | 1951 | 1951 | 1951 | January |
| vs. 1939 | vs. 1950 | vs. 1950 | | 1951 |

UNITED STATES

358.8 109.0 100.00 10,379.00

Alabama

| | | | | |
|------------------|-------|-------|-------|-------|
| ★ Birmingham ... | 432.2 | 112.1 | 102.8 | 29.16 |
| ★ Gadsden | 497.8 | 113.9 | 104.5 | 4.28 |
| Mobile | 508.0 | 101.7 | 93.3 | 10.77 |
| ★ Montgomery ... | 385.9 | 110.4 | 101.3 | 8.22 |

Arizona

| | | | | |
|-----------------|-------|-------|-------|-------|
| ★ Phoenix | 522.7 | 111.2 | 102.0 | 17.25 |
| Tucson | 490.1 | 105.6 | 97.8 | 7.94 |

SALES MANAGEMENT

ONE OF NEW ENGLAND'S BEST

This is SUPERIORITY!

Middletown's \$4,201 family retail sales—41% above the U. S. average—reflect big pluses in every sales category . . . so that Middletown far outranks many larger New England cities. For example. . .

Middletown (population 28,600) is 63rd in size among New England cities—BUT 11th in general merchandise sales per family . . . and 30th in total general merchandise sales. That's superiority in any sales executive's book—dominating 52 larger cities in per family sales, 33 cities in total sales!

The Middletown Press alone covers this blue ribbon market. No combination of outside papers can equal its coverage.

You Always Get MORE in MIDDLETOWN

THE MIDDLETOWN PRESS

MIDDLETOWN, CONN.

OUR NATIONAL REPRESENTATIVE
The Julius Mathews Special Agency

SIouxLAND

SIoux CITY, IOWA, MARKET

Siouxland is the 56-county, four-state A. B. C. retail trading zone of Sioux City, Iowa. Sioux City's wholesalers, however, enlarge the definition to include the whole state of South Dakota and portions of six others to form the largest wholesale zone in the territory and one of the largest in the country. Preliminary census figures indicate Sioux City has made a ten-year wholesale gain of 392 per cent.

Your sales message cannot reach this market by utilizing any medium or combination of mediums with anything like the effectiveness or completeness afforded by Sioux City's newspapers.

The Sioux City Journal



JOURNAL-TRIBUNE

SIoux CITY, IOWA

REPRESENTED NATIONALLY BY JANN & KELLEY, INC.

RETAIL SALES (S.M. Forecast for January, 1951)

| City Index 1951 vs. 1939 | City Index 1951 vs. 1950 | City Nat'l Index 1951 vs. 1950 | \$ (Million) January 1951 |
|--------------------------------------|--------------------------------------|---|------------------------------------|
|--------------------------------------|--------------------------------------|---|------------------------------------|

Arkansas

| | | | | |
|-----------------|-------|-------|------|-------|
| Fort Smith ... | 428.4 | 100.5 | 92.2 | 4.67 |
| Little Rock ... | 438.3 | 106.2 | 97.4 | 12.36 |

California

| | | | | |
|--------------------|-------|-------|-------|--------|
| Bakersfield | 451.7 | 106.6 | 97.8 | 10.84 |
| Berkeley | 319.5 | 106.3 | 97.5 | 7.54 |
| ★ Fresno | 473.8 | 129.1 | 118.4 | 17.39 |
| ★ Long Beach .. | 425.7 | 110.7 | 101.6 | 25.16 |
| Los Angeles .. | 336.0 | 107.7 | 98.8 | 181.02 |
| Oakland | 326.1 | 105.4 | 96.7 | 40.60 |
| ★ Pasadena | 404.2 | 111.3 | 102.1 | 15.36 |
| Riverside | 420.0 | 106.2 | 97.4 | 5.04 |
| Sacramento ... | 363.8 | 107.4 | 98.5 | 19.79 |
| ★ San Bernardino | 415.6 | 114.3 | 104.9 | 7.73 |
| ★ San Diego | 443.6 | 111.8 | 102.6 | 29.19 |
| San Francisco .. | 292.8 | 104.5 | 95.9 | 77.31 |
| ★ San Jose | 369.2 | 112.8 | 103.5 | 11.74 |
| ★ Santa Barbara .. | 370.0 | 112.3 | 103.0 | 5.92 |
| ★ Stockton | 384.3 | 111.9 | 101.9 | 9.80 |

Colorado

| | | | | |
|--------------------|-------|-------|-------|-------|
| ★ Colorado Springs | 356.8 | 109.4 | 100.4 | 5.21 |
| Denver | 343.0 | 108.9 | 99.9 | 42.02 |
| Pueblo | 352.9 | 106.7 | 97.9 | 5.54 |

Connecticut

| | | | | |
|------------------|-------|-------|-------|-------|
| Bridgeport | 308.7 | 108.6 | 99.6 | 15.65 |
| ★ Hartford | 298.3 | 112.6 | 103.3 | 22.31 |
| Middletown ... | 296.3 | 105.4 | 96.7 | 2.43 |
| ★ New Haven | 284.4 | 114.7 | 105.2 | 17.09 |
| Stamford | 368.4 | 105.5 | 96.8 | 6.89 |
| ★ Waterbury | 283.0 | 109.5 | 100.5 | 8.49 |

Delaware

| | | | | |
|-------------------|-------|-------|-------|-------|
| ★ Wilmington | 371.4 | 116.5 | 106.9 | 16.60 |
|-------------------|-------|-------|-------|-------|

District of Columbia

| | | | | |
|-------------------|-------|-------|-------|-------|
| ★ Washington | 353.7 | 113.8 | 104.4 | 98.07 |
|-------------------|-------|-------|-------|-------|

Florida

| | | | | |
|---------------------|-------|-------|-------|-------|
| ★ Jacksonville ... | 424.4 | 114.3 | 104.9 | 21.60 |
| ★ Miami | 524.4 | 110.6 | 101.5 | 37.23 |
| ★ Orlando | 406.6 | 112.5 | 103.2 | 7.36 |
| Pensacola | 390.5 | 106.4 | 97.6 | 4.53 |
| ★ St. Petersburg .. | 470.1 | 118.6 | 108.8 | 10.53 |
| ★ Tampa | 478.9 | 115.5 | 106.0 | 15.18 |

Georgia

| | | | | |
|------------------|-------|-------|-------|-------|
| ★ Atlanta | 362.1 | 111.5 | 102.3 | 42.94 |
| ★ Augusta | 385.0 | 108.9 | 99.9 | 6.66 |
| ★ Columbus | 466.3 | 121.6 | 111.6 | 7.60 |
| ★ Macon | 375.7 | 113.7 | 104.3 | 6.50 |
| Savannah | 352.3 | 108.3 | 99.4 | 8.35 |



think
Twice
about
TACOMA

1—On Puget Sound, Seattle coverage alone is not enough. You must sell Tacoma, too—or miss a quarter of this vital market.

2—The News Tribune alone sells Tacoma-Pierce County. Outside dailies deliver less than 13% coverage here—all duplicated by the Tribune's 83% dominance!

Ask Sawyer-Ferguson-Walker Co.

The
TACOMA
News Tribune

Over 80,000 Circulation, A.B.C.

and **KTNT**
Transit Radio





WE SLIPPED!

Yes, we slipped in December, but we have a record to be proud of—

CHAMPAIGN-URBANA

was listed by S-M for

28
CONSECUTIVE
MONTHS

As a "Preferred City"

—and The NEWS-GAZETTE
is its preferred Newspaper

News-Gazette
CHAMPAIGN-URBANA, ILL.

Representatives

TEXAS DAILY PRESS LEAGUE

High Spot Cities

RETAIL SALES
(S.M. Forecast for January, 1951)

| City Index 1951 | City Index 1951 | City Nat'l Index 1951 | \$ (Million) January 1951 |
|-----------------------|-----------------------|--------------------------------|------------------------------------|
| vs. 1939 | vs. 1950 | vs. 1950 | |
| | | | |

Hawaii

| | | | | |
|------------|-------|-------|-------|-------|
| ★ Honolulu | 377.7 | 114.4 | 105.0 | 20.81 |
|------------|-------|-------|-------|-------|

Idaho

| | | | | |
|-------|-------|-------|------|------|
| Boise | 365.8 | 104.9 | 96.2 | 5.56 |
|-------|-------|-------|------|------|

RETAIL SALES
(S.M. Forecast for January, 1951)

| City Index 1951 | City Index 1951 | City Nat'l Index 1951 | \$ (Million) January 1951 |
|-----------------------|-----------------------|--------------------------------|------------------------------------|
| vs. 1939 | vs. 1950 | vs. 1950 | |

Illinois

| | | | | |
|------------------------------|-------|-------|-------|--------|
| Bloomington | 331.6 | 104.2 | 95.6 | 4.51 |
| Champaign-Urbana | 373.1 | 106.7 | 97.9 | 6.38 |
| Chicago | 329.0 | 105.8 | 97.1 | 343.02 |
| Danville | 343.4 | 104.0 | 95.4 | 4.43 |
| Decatur | 321.3 | 103.8 | 95.2 | 7.10 |
| ★ East St. Louis | 387.9 | 110.1 | 101.0 | 7.06 |
| Moline-Rock Island-E. Moline | 377.8 | 108.6 | 99.6 | 9.71 |
| Peoria | 319.5 | 105.5 | 96.8 | 13.45 |
| ★ Rockford | 385.8 | 111.6 | 102.4 | 11.65 |
| Springfield | 362.1 | 105.1 | 96.4 | 10.21 |

Indiana

| | | | | |
|--------------|-------|-------|-------|-------|
| ★ Evansville | 397.4 | 110.0 | 100.9 | 12.36 |
| ★ Fort Wayne | 350.4 | 113.8 | 104.4 | 13.56 |
| ★ Gary | 422.8 | 110.1 | 101.0 | 12.60 |
| Indianapolis | 362.2 | 105.6 | 96.9 | 47.01 |
| Muncie | 346.3 | 104.4 | 95.8 | 5.61 |
| ★ South Bend | 440.6 | 112.2 | 102.9 | 14.54 |
| Terre Haute | 341.4 | 105.8 | 97.1 | 8.09 |

Iowa

| | | | | |
|----------------|-------|-------|-------|-------|
| ★ Cedar Rapids | 325.4 | 110.4 | 101.3 | 7.42 |
| Davenport | 330.1 | 101.2 | 92.8 | 7.79 |
| Des Moines | 330.9 | 107.7 | 98.8 | 18.90 |
| Sioux City | 309.6 | 103.7 | 95.1 | 8.39 |
| Waterloo | 337.2 | 105.6 | 96.9 | 6.61 |

Kansas

| | | | | |
|---------------|-------|-------|-------|-------|
| Hutchinson | 362.5 | 103.0 | 94.5 | 4.06 |
| ★ Kansas City | 357.0 | 109.4 | 100.4 | 8.64 |
| Topeka | 349.8 | 103.0 | 94.5 | 7.59 |
| Wichita | 463.7 | 108.0 | 99.1 | 16.97 |

Kentucky

| | | | | |
|--------------|-------|-------|-------|-------|
| Lexington | 311.8 | 98.6 | 90.5 | 7.11 |
| ★ Louisville | 374.6 | 109.5 | 100.5 | 33.79 |

Louisiana

| | | | | |
|-------------|-------|-------|------|-------|
| Baton Rouge | 494.8 | 94.8 | 87.0 | 9.45 |
| New Orleans | 407.5 | 107.7 | 98.8 | 44.05 |
| Shreveport | 389.8 | 108.8 | 99.8 | 12.63 |

Maine

| | | | | |
|-----------------|-------|-------|------|------|
| Bangor | 272.1 | 100.7 | 92.4 | 3.81 |
| Lewiston-Auburn | 283.5 | 103.2 | 94.7 | 4.99 |
| Portland | 249.1 | 104.9 | 96.2 | 7.87 |

Maryland

| | | | | |
|------------|-------|-------|------|-------|
| Baltimore | 320.0 | 107.8 | 98.9 | 83.71 |
| Cumberland | 272.8 | 108.3 | 99.4 | 4.01 |

Massachusetts

| | | | | |
|--------------|-------|-------|-------|-------|
| ★ Boston | 247.7 | 109.1 | 100.1 | 33.61 |
| ★ Fall River | 273.5 | 109.5 | 100.5 | 7.63 |
| ★ Holyoke | 294.7 | 111.0 | 101.8 | 4.45 |

WORTH CULTIVATING ALWAYS

Two hundred manufacturing plants provide a solid foundation for a peace or wartime economy . . . producing such varied products as electrical goods and cables, rubber products, machinery, chemicals, boxes, paper products and textiles.

Family retail sales—19% above the U. S. average—reflect high wages paid to skilled workers. Essential products at all times show sales pluses—food—34% and drugs—11%. Furniture-household-radio sales are 31% above average.

Here's a compact city zone of high-income customers most effectively sold through their daily newspaper, The Transcript-Telegram. This paper, welcomed into more than 25,000 homes daily, gives you solid coverage of an \$85,208,000 retail sales market.

The Holyoke Transcript-Telegram HOLYOKE, MASS.

Represented by
The Julius Mathews Special Agency, Inc.

\$
Million
January
1951

4.51
6.38
343.02
4.43
7.10
7.06

9.71
13.45
11.65
10.21

12.36
13.56
12.60
47.01
5.61
14.54
8.09

7.42
7.79
18.90
8.39
6.61

4.06
8.64
7.59
16.97

7.11
33.79

9.45
44.05
12.63

3.81
4.99
7.87

83.71
4.01

33.61
7.63
4.45

ENT

PORTLAND ME.

Complete Home Coverage

for better customers

who can afford more

because....

incomes are above average in Portland

Nearest wishes to all for the New Year

PORTLAND MAINE

Press Herald Evening Express Sunday Telegram

JULIUS MATHEWS SPECIAL REPRESENTATIVE

BUSIEST Metropolitan County in the State

Pittsfield metropolitan county tops every other metropolitan county in Massachusetts in retail sales per capita—with a \$921 average.

Here's a record no sales executive can afford to overlook. And while you're at it, you'll appreciate the big selling job being done by the Berkshire Eagle.

The Eagle saturates the greater part of the county—with 119% coverage of the entire ABC market. Everybody wants the Eagle . . . and reads it. (Check the Continuing Study report!). And dealers know that it does a tremendous selling job for them. (Check our retail lineage record—one of the very best in the whole state).

**THE BERKSHIRE
EAGLE**
PITTSFIELD, MASS.

Represented by
**The Julius Mathews Special
Agency, Inc.**

RETAIL SALES (S.M. Forecast for January, 1951)

| City | City | City | |
|-------|-------|-------|-----------|
| Index | Index | Nat'l | \$ |
| 1951 | 1951 | 1951 | (Million) |
| Vs. | Vs. | Vs. | January |
| 1939 | 1950 | 1950 | 1951 |

Massachusetts (Cont.)

| | | | | |
|---------------|-------|-------|-------|-------|
| ★ Lawrence | 263.6 | 109.5 | 100.5 | 6.51 |
| ★ Lowell | 359.2 | 114.9 | 105.4 | 7.65 |
| Lynn | 366.4 | 108.2 | 99.3 | 8.72 |
| ★ New Bedford | 281.1 | 110.3 | 101.2 | 7.90 |
| ★ Pittsfield | 280.8 | 110.1 | 101.0 | 4.69 |
| ★ Salem | 308.1 | 109.5 | 100.5 | 4.19 |
| ★ Springfield | 285.8 | 112.4 | 103.1 | 16.49 |
| ★ Worcester | 284.4 | 109.8 | 100.7 | 18.17 |

Michigan

| | | | | |
|----------------|-------|-------|-------|--------|
| ★ Battle Creek | 375.6 | 111.1 | 101.9 | 6.31 |
| Bay City | 405.4 | 108.2 | 99.3 | 6.04 |
| ★ Detroit | 411.7 | 115.9 | 106.3 | 188.62 |
| ★ Flint | 374.5 | 118.9 | 109.1 | 18.50 |
| ★ Grand Rapids | 375.0 | 112.7 | 103.4 | 20.85 |
| ★ Jackson | 340.9 | 112.3 | 103.0 | 6.58 |
| ★ Kalamazoo | 362.5 | 115.1 | 105.6 | 8.99 |
| ★ Lansing | 373.2 | 112.1 | 102.8 | 11.98 |
| Muskegon | 330.2 | 108.6 | 99.6 | 5.35 |
| ★ Pontiac | 342.5 | 112.8 | 103.5 | 7.33 |
| ★ Royal Oak | | | | |
| in Ferndale | 452.0 | 121.0 | 111.0 | 6.78 |
| ★ Saginaw | 372.9 | 110.7 | 101.6 | 9.21 |

Minnesota

| | | | | |
|-------------|-------|-------|------|-------|
| Duluth | 266.8 | 106.8 | 98.0 | 8.83 |
| Minneapolis | 307.9 | 107.0 | 98.2 | 57.08 |
| St. Paul | 270.3 | 105.0 | 96.3 | 31.19 |

Mississippi

| | | | | |
|-----------|-------|-------|-------|------|
| ★ Jackson | 475.6 | 109.1 | 100.1 | 8.56 |
|-----------|-------|-------|-------|------|

Missouri

| | | | | |
|---------------|-------|-------|-------|-------|
| Kansas City | 413.9 | 106.4 | 97.6 | 64.11 |
| St. Joseph | 299.0 | 105.8 | 97.1 | 5.98 |
| St. Louis | 328.9 | 106.6 | 97.8 | 80.13 |
| ★ Springfield | 390.5 | 109.5 | 100.5 | 6.99 |

Montana

| | | | | |
|-------------|-------|-------|------|------|
| Billings | 404.7 | 107.3 | 98.4 | 5.18 |
| Butte | 242.2 | 103.0 | 94.5 | 4.19 |
| Great Falls | 360.0 | 106.7 | 97.9 | 5.04 |

Nebraska

| | | | | |
|---------|-------|-------|-------|-------|
| Lincoln | 350.9 | 105.5 | 96.8 | 9.44 |
| ★ Omaha | 344.4 | 111.1 | 101.9 | 25.00 |

Nevada

| | | | | |
|------|-------|------|------|------|
| Reno | 346.2 | 95.9 | 88.0 | 5.47 |
|------|-------|------|------|------|

New Hampshire

| | | | | |
|------------|-------|-------|------|------|
| Manchester | 306.5 | 107.1 | 98.3 | 7.11 |
| Nashua | 265.0 | 102.5 | 94.0 | 2.65 |



HORIZONTAL?

Sell to a wide range of income levels? Appeal to a wide variety of interest and occupations? Lynn and the North Shore — area of diversified industry — is your market. The Lynn ITEM, Lynn's oldest newspaper, with largest circulation and greatest advertising volume, is your best medium!

GET RESULTS

in **LYNN ITEM**
with the

Only A.B.C. newspaper in Lynn, Mass.

Represented by Small, Brewer and Kent, Inc.
CHICAGO • NEW YORK • BOSTON
SAN FRANCISCO • LOS ANGELES

ALL THIS MONEY STAYS LOCAL

Salem's general merchandise sales soar 28% above the U. S. average. This margin stresses Salem's position as a self-contained market . . . with well-stocked stores capable of satisfying all shopping needs.

The surest way of turning Salem's home-dollars into sales of your product is through the local newspaper, the Evening News— which alone thoroughly covers the Salem City Zone market . . . 164,000 people— \$206,838,000 income — \$115,083,000 retail sales. No other market in industrial Essex County can match Salem City Zone's family income, total income and total retail sales.

**THE SALEM
EVENING NEWS**

SALEM, MASS.

Represented by
The Julius Mathews Special Agency, Inc.

FERTILE RESPONSIVE TEST MARKET

Not one or two but ALL of the MUSTS for a tell-all TEST are available in the Salisbury-Rowan market. Save time, money, grief by testing in one of the most responsive markets in America. Whether you sell pills or panties, beans or bull dozers, you can plot your course from your experience in Salisbury-Rowan.

*Plus outstanding
merchandising support*

Write for **BRAND PREFERENCE SURVEY**



WARD-GRIFFITH COMPANY
Representatives

High Spot Cities

RETAIL SALES (S.M. Forecast for January, 1951)

| City | City | City | |
|-------|-------|-------|-----------|
| Index | Index | Index | \$ |
| 1951 | 1951 | 1951 | (Million) |
| vs. | vs. | vs. | January |
| 1939 | 1950 | 1950 | 1951 |

New Jersey

| | | | | |
|-------------------|-------|-------|-------|-------|
| Atlantic City .. | 262.5 | 107.6 | 98.7 | 8.06 |
| ★ Camden | 344.2 | 114.4 | 105.0 | 11.67 |
| ★ Elizabeth | 311.9 | 110.6 | 101.5 | 9.67 |
| Jersey City- | | | | |
| Hoboken | 256.3 | 101.6 | 93.2 | 20.45 |



HIGHSPOT

among "preferred" cities

Your best opportunity for increased sales in New Jersey is still Passaic-Clifton . . . still leading all "preferred" cities in the state with the greatest gains in retail volume, this month 17.7% greater than January, 1950.

Sales Management estimates Passaic-Clifton's retail gain in January at 8% greater than the national average increase . . . highest in the state. Since November, 1949, no other city in New Jersey was "preferred" more . . . 14 out of 15 times. During the last 15 months, Passaic-Clifton's sales increases have averaged 4% greater than the nation as a whole.

Passaic-Clifton is one of Industrial North Jersey's principal shopping centers. There is only one newspaper that can offer complete advertising coverage of its homes.

THE HERALD-NEWS

50,896—ABC

OF PASSAIC-CLIFTON, N. J.

Represented by The Julius Mathews Special Agency

RETAIL SALES

(S.M. Forecast for January, 1951)

| City | City | City | |
|-------|-------|-------|-----------|
| Index | Index | Index | \$ |
| 1951 | 1951 | 1951 | (Million) |
| vs. | vs. | vs. | January |
| 1939 | 1950 | 1950 | 1951 |

| | | | | |
|----------------------|-------|-------|-------|-------|
| ★ Newark | 271.3 | 110.4 | 101.3 | 46.38 |
| ★ Passaic-Clifton .. | 374.5 | 117.7 | 108.0 | 12.02 |
| ★ Paterson | 304.0 | 112.6 | 103.3 | 14.41 |
| Trenton | 310.2 | 105.9 | 97.2 | 13.96 |

New Mexico

| | | | | |
|-------------------|-------|-------|-------|-------|
| ★ Albuquerque ... | 749.1 | 122.8 | 112.7 | 11.99 |
|-------------------|-------|-------|-------|-------|

New York

| | | | | |
|------------------|-------|-------|-------|--------|
| Albany | 345.4 | 108.9 | 99.9 | 18.03 |
| Binghamton .. | 298.0 | 102.0 | 93.6 | 8.73 |
| ★ Buffalo | 311.3 | 109.3 | 100.3 | 53.63 |
| Elmira | 288.6 | 104.0 | 95.4 | 5.34 |
| ★ Hempstead | | | | |
| Township ... | 622.4 | 122.6 | 112.5 | 50.66 |
| Jamestown | 314.5 | 107.3 | 98.4 | 4.56 |
| ★ New York | 298.6 | 109.0 | 100.0 | 656.25 |
| Niagara Falls .. | 292.2 | 100.9 | 92.6 | 7.13 |
| Rochester | 267.7 | 102.9 | 94.4 | 31.32 |
| Schenectady ... | 328.9 | 100.0 | 91.7 | 10.13 |
| ★ Syracuse | 288.9 | 112.6 | 103.3 | 21.09 |
| Troy | 337.0 | 103.3 | 94.8 | 7.92 |
| ★ Utica | 323.5 | 109.0 | 100.0 | 10.06 |

North Carolina

| | | | | |
|--------------------|-------|-------|-------|-------|
| ★ Asheville | 361.8 | 109.4 | 100.4 | 6.44 |
| ★ Charlotte | 488.4 | 121.3 | 111.3 | 16.02 |
| Durham | 384.8 | 107.9 | 99.0 | 6.58 |
| ★ Greensboro | 579.7 | 116.3 | 106.7 | 11.13 |
| ★ Raleigh | 434.7 | 111.5 | 102.3 | 7.65 |
| ★ Salisbury | 332.5 | 113.7 | 104.3 | 2.56 |
| ★ Wilmington | 332.7 | 110.3 | 101.3 | 3.36 |
| ★ Winston-Salem .. | 367.7 | 110.6 | 101.5 | 7.39 |

North Dakota

| | | | | |
|-------------|-------|------|------|------|
| Fargo | 377.9 | 99.1 | 90.9 | 5.29 |
|-------------|-------|------|------|------|

Ohio

| | | | | |
|-------------------|-------|-------|-------|-------|
| ★ Akron | 334.3 | 110.0 | 100.9 | 24.97 |
| Canton | 335.5 | 107.8 | 98.9 | 12.11 |
| ★ Cincinnati | 309.6 | 110.9 | 101.7 | 49.11 |
| Cleveland | 317.2 | 107.6 | 98.7 | 91.80 |
| Columbus | 333.4 | 102.0 | 93.6 | 36.54 |
| ★ Dayton | 343.2 | 110.4 | 101.3 | 25.16 |
| ★ Mansfield | 345.2 | 113.0 | 103.7 | 5.11 |
| Springfield | 327.5 | 102.0 | 93.6 | 6.91 |
| Toledo | 353.9 | 108.9 | 99.9 | 32.06 |
| ★ Warren | 371.1 | 110.2 | 101.1 | 5.53 |
| ★ Youngstown ... | 312.8 | 111.2 | 102.0 | 17.17 |

SALES MANAGEMENT

THERE'S CONCENTRATED
BUYING POWER IN
WINSTON-SALEM
 LOOK AT THE EVIDENCE

1950
POSTAL RECEIPTS
 Over
\$1,000,000

The JOURNAL & SENTINEL are
 the only papers that cover this
 rich, growing market in the
 South's No. 1 state.

The JOURNAL & SENTINEL are
 the only papers south of Wash-
 ington offering a Monthly Gro-
 cery Inventory—an ideal test
 market.

The JOURNAL & SENTINEL are
 the only papers that completely
 blanket an important, 8-county
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JOURNAL and SENTINEL
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 National Representative: KELLY SMITH COMPANY

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Is The Ideal
TEST MARKET!

Many important factors make
 Altoona, Pa., a good test market.
 It's well isolated from other cities.
 It has typical distributive outlets,
 citizens with average incomes,
 splendid mixture of industry and
 farming, excellent year-round sta-
 bility and a good record as a test
 city. Also, the Altoona Mirror is a
 cooperative evening newspaper. It
 completely blankets the market.

Altoona
Mirror.

ALTOONA'S ONLY
EVENING NEWSPAPER

Richard E. Beeler
 Advertising Manager

RETAIL SALES
 (S.M. Forecast for January, 1951)

| City | City | City | |
|-------------------|-------|-------|-------------|
| Index | Index | Index | \$ |
| 1951 | 1951 | 1951 | (Million) |
| vs. | vs. | vs. | January |
| 1939 | 1950 | 1950 | 1951 |
| Oklahoma | | | |
| Bartlesville | 316.1 | 103.4 | 95.3 1.77 |
| Muskogee | 316.9 | 106.6 | 97.8 2.82 |
| ★ Oklahoma City . | 371.2 | 111.7 | 102.5 23.46 |
| Tulsa | 404.3 | 105.1 | 96.4 18.88 |

Oregon

| | | | |
|----------------|-------|-------|------------|
| ★ Eugene | 500.8 | 115.5 | 106.0 6.26 |
| Portland | 258.9 | 106.6 | 97.8 32.72 |
| Salem | 382.1 | 98.5 | 90.4 5.35 |

Pennsylvania

| | | | |
|--------------------|-------|-------|--------------|
| ★ Allentown | 337.6 | 110.1 | 101.0 11.31 |
| Altoona | 265.5 | 105.3 | 96.6 5.84 |
| ★ Bethlehem | 381.2 | 118.6 | 108.8 5.68 |
| Chester | 349.2 | 98.8 | 90.6 6.32 |
| Erie | 384.3 | 108.8 | 99.8 12.76 |
| Harrisburg | 339.3 | 104.3 | 95.7 11.74 |
| Johnstown | 276.5 | 105.1 | 96.4 6.83 |
| ★ Lancaster | 281.3 | 112.9 | 103.6 6.92 |
| ★ Norristown | 314.7 | 109.2 | 100.2 1.56 |
| Oil City | 232.8 | 100.3 | 92.0 3.65 |
| ★ Philadelphia ... | 335.2 | 114.8 | 105.3 176.87 |
| ★ Pittsburgh | 291.6 | 112.8 | 103.5 67.70 |
| ★ Reading | 306.1 | 110.4 | 101.3 11.54 |
| ★ Scranton | 279.4 | 112.1 | 102.8 10.84 |
| Wilkes-Barre ... | 243.0 | 98.4 | 90.3 6.95 |
| York | 288.8 | 103.3 | 94.8 5.95 |

CHECK

DOES YOUR
SCHEDULE
INCLUDE

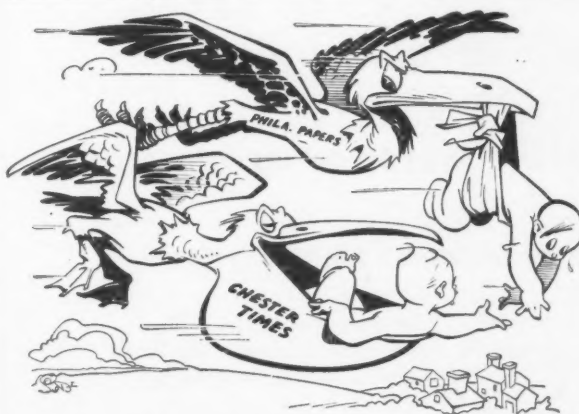
Norristown, Pa.?

Selling Norristown
 Is An Inside Job And
 You Need The News-
 paper On The Inside
 To Do The Job
 Thoroughly!

NORRISTOWN
TIMES-HERALD

NORRISTOWN, PENNA.

Represented Nationally By The
 JULIUS MATHEWS SPECIAL AGENCY



DO IT
THE
EASY
WAY

Use the fast "special delivery" medium . . . and be certain the full
 weight of your advertising message is delivered directly to Delaware
 County . . . use the Chester Times. Do it the easy way, with the
 County's only hometown daily. Where your dollar buys more circula-
 tion in this busy industrial Pennsylvania market than nearby Philadel-
 phia papers . . . and at lower cost per 1000.

National Representatives:
 STORY, BROOKS & FINLEY

Chester Times

**M.I.M. = M.M.
= Mmm!**

A Middle Income
Multitude — like the pros-
perous 50,000-plus people
of industrial Woonsocket—
means a Mass Market for
your goods. Woonsocket
working folks consistently
spend more than other R. I.
families for such things as
food and drugs. Reach 'em,
teach 'em about **your**
product through their one
local daily, with 99.7%
coverage, the —

**WOONSOCKET
CALL**

Representatives: Gilman, Nicoll & Ruthman
Affiliated: WWON, WWON-FM
COVERS RHODE ISLAND'S PLUS MARKET

**High
Spot
Cities**

RETAIL SALES
(S.M. Forecast for January, 1951)

| City Index 1951 vs. 1939 | City Index 1951 vs. 1950 | City Nat'l Index 1951 vs. 1950 | \$ (Million) January 1951 |
|--------------------------------------|--------------------------------------|---|------------------------------------|
|--------------------------------------|--------------------------------------|---|------------------------------------|

Rhode Island

| | | | | | |
|--------------|------|-------|-------|-------|-------|
| ★ Providence | | 277.9 | 114.9 | 105.4 | 25.21 |
| ★ Woonsocket | | 317.3 | 113.5 | 104.1 | 4.22 |

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Set your sales quotas automatically
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**NEW CENSUS OF RETAIL TRADE
AND POPULATION**

plus the 1950

SALES MANAGEMENT SURVEY OF BUYING POWER

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MANAGEMENT by Jay M. Gould of Econometric. Address:

Dept. of Market Analysis
The Econometric Institute
230 Park Avenue
Mu. 4-7800
New York 17, N. Y.

"Forecasting Business Is Our Business"

RETAIL SALES
(S.M. Forecast for January, 1951)

| City Index 1951 vs. 1939 | City Index 1951 vs. 1950 | City Nat'l Index 1951 vs. 1950 | \$ (Million) January 1951 |
|--------------------------------------|--------------------------------------|---|------------------------------------|
|--------------------------------------|--------------------------------------|---|------------------------------------|

South Carolina

| | | | | | |
|---------------|------|-------|-------|-------|------|
| Charleston | | 355.5 | 105.8 | 97.1 | 7.11 |
| Columbia | | 396.1 | 105.8 | 97.1 | 9.07 |
| ★ Greenville | | 441.1 | 114.2 | 104.8 | 7.34 |
| ★ Spartanburg | ... | 503.1 | 116.1 | 106.5 | 6.44 |

South Dakota

| | | | | | |
|-------------|------|-------|-------|------|------|
| Aberdeen | | 520.0 | 102.8 | 94.3 | 3.38 |
| Sioux Falls | | 368.8 | 105.2 | 96.5 | 5.90 |

Tennessee

| | | | | | |
|---------------|-------|-------|-------|-------|-------|
| ★ Chattanooga | ... | 329.1 | 110.2 | 101.1 | 12.67 |
| ★ Knoxville | | 364.5 | 110.1 | 101.0 | 13.23 |
| ★ Memphis | | 370.0 | 116.5 | 106.9 | 34.52 |
| ★ Nashville | | 371.1 | 113.5 | 104.1 | 20.52 |

Texas

| | | | | | |
|------------------|-------|-------|-------|-------|-------|
| ★ Amarillo | | 556.0 | 114.9 | 105.4 | 10.12 |
| Austin | | 417.5 | 103.0 | 94.5 | 11.48 |
| Beaumont | | 497.1 | 107.6 | 98.7 | 10.34 |
| ★ Corpus Christi | . | 560.5 | 126.2 | 115.8 | 12.33 |
| Dallas | | 439.3 | 108.1 | 99.2 | 52.28 |
| ★ El Paso | | 498.5 | 117.6 | 107.9 | 13.41 |
| ★ Fort Worth | ... | 500.3 | 115.0 | 105.5 | 32.02 |
| Galveston | | 369.0 | 96.8 | 88.8 | 6.31 |
| Houston | | 469.1 | 108.5 | 99.5 | 62.62 |
| ★ Lubbock | | 705.5 | 130.8 | 120.0 | 10.23 |
| ★ San Antonio | ... | 441.5 | 112.9 | 103.6 | 31.30 |
| ★ Waco | | 530.0 | 122.0 | 112.1 | 9.01 |
| ★ Wichita Falls | .. | 420.4 | 110.2 | 101.1 | 6.81 |

Utah

| | | | | | |
|----------------|-------|-------|-------|-------|-------|
| ★ Ogden | | 364.2 | 110.2 | 101.1 | 4.88 |
| Salt Lake City | .. | 349.0 | 104.2 | 95.6 | 18.22 |

Vermont

| | | | | | |
|------------|-------|-------|-------|------|------|
| Burlington | | 304.3 | 106.5 | 97.7 | 3.53 |
| Rutland | | 360.8 | 97.7 | 89.6 | 2.85 |

Virginia

| | | | | | |
|--------------|-------|-------|-------|-------|-------|
| ★ Lynchburg | | 321.8 | 110.6 | 101.5 | 4.73 |
| Newport News | .. | 393.1 | 98.9 | 90.7 | 5.11 |
| ★ Norfolk | | 452.7 | 112.8 | 103.5 | 19.83 |
| Portsmouth | ... | 455.3 | 105.5 | 96.8 | 5.19 |
| Richmond | | 313.6 | 101.0 | 92.7 | 23.36 |
| ★ Roanoke | | 414.0 | 109.1 | 100.1 | 10.31 |

Washington

| | | | | | |
|---------|-------|-------|-------|------|-------|
| Seattle | | 335.4 | 104.9 | 96.2 | 48.13 |
| Spokane | | 311.3 | 108.0 | 99.1 | 14.07 |
| Tacoma | | 345.4 | 108.6 | 99.6 | 13.09 |
| Yakima | | 331.8 | 101.7 | 93.3 | 5.21 |

RETAIL SALES

(S.M. Forecast for January, 1951)

| City | City | City | |
|-------|-------|-------|-----------|
| Index | Index | Nat'l | \$ |
| 1951 | 1951 | 1951 | (Million) |
| vs. | vs. | vs. | January |
| 1939 | 1950 | 1950 | 1951 |

West Virginia

| | | | | |
|------------|-------|-------|-------|-------|
| Charleston | 353.2 | 99.7 | 91.5 | 10.63 |
| Huntington | 353.0 | 105.7 | 97.0 | 7.59 |
| ★ Wheeling | 328.6 | 110.9 | 101.7 | 7.23 |

Wisconsin

| | | | | |
|------------|-------|-------|-------|-------|
| ★ Appleton | 367.3 | 110.0 | 101.0 | 4.04 |
| Green Bay | 324.2 | 104.9 | 96.2 | 5.90 |
| Madison | 312.1 | 105.3 | 96.6 | 9.52 |
| Milwaukee | 326.4 | 106.5 | 97.7 | 64.76 |
| Racine | 377.8 | 98.0 | 89.9 | 6.99 |
| Sheboygan | 303.7 | 104.7 | 96.1 | 3.79 |
| Superior | 275.2 | 106.8 | 98.0 | 2.78 |

Wyoming

| | | | | |
|----------|-------|-------|------|------|
| Casper | 446.3 | 105.9 | 97.2 | 3.57 |
| Cheyenne | 380.0 | 106.6 | 97.8 | 3.61 |

RETAIL SALES

(S.M. Forecast for January, 1951)

| City | City | City | |
|-------|-------|-------|-----------|
| Index | Index | Nat'l | \$ |
| 1951 | 1951 | 1951 | (Million) |
| vs. | vs. | vs. | January |
| 1941 | 1950 | 1950 | 1951 |

CANADA

| | | | |
|-------|-------|-------|--------|
| 205.5 | 106.0 | 100.0 | 531.90 |
|-------|-------|-------|--------|

Alberta

| | | | | |
|------------|-------|-------|-------|-------|
| Calgary | 297.4 | 105.6 | 99.6 | 10.23 |
| ★ Edmonton | 356.6 | 119.9 | 113.1 | 11.34 |

British Columbia

| | | | | |
|-----------|-------|-------|------|-------|
| Vancouver | 292.9 | 100.5 | 94.8 | 28.24 |
| Victoria | 274.2 | 105.3 | 99.3 | 6.69 |

Manitoba

| | | | | |
|----------|-------|------|------|-------|
| Winnipeg | 219.6 | 89.3 | 84.2 | 19.92 |
|----------|-------|------|------|-------|

New Brunswick

| | | | | |
|------------|-------|------|------|------|
| Saint John | 184.1 | 93.1 | 87.8 | 3.02 |
|------------|-------|------|------|------|

Nova Scotia

| | | | | |
|---------|-------|-------|------|------|
| Halifax | 225.3 | 101.9 | 96.1 | 7.66 |
|---------|-------|-------|------|------|

Ontario

| | | | | |
|-----------|-------|-------|-------|-------|
| Hamilton | 217.3 | 103.6 | 97.7 | 12.56 |
| ★ London | 227.2 | 110.9 | 104.6 | 6.02 |
| Ottawa | 187.8 | 97.3 | 91.8 | 10.16 |
| ★ Toronto | 232.3 | 114.9 | 108.4 | 61.71 |
| Windsor | 209.8 | 103.8 | 97.9 | 7.47 |

Quebec

| | | | | |
|------------|-------|-------|-------|-------|
| ★ Montreal | 236.7 | 106.3 | 100.3 | 62.02 |
| ★ Quebec | 220.0 | 106.1 | 100.1 | 9.24 |

Saskatchewan

| | | | | |
|--------|-------|------|------|------|
| Regina | 263.5 | 98.5 | 92.9 | 6.64 |
|--------|-------|------|------|------|

We publish two good newspapers
... they are read by everybody
in and around Louisville

We sell advertising space at
reasonable rates.
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JANUARY 1, 1951

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RICH QUAD-CITY MARKET
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THE DEMOCRAT & LEADER

THE DAILY TIMES

represented nationally by
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SALES MANAGER AVAILABLE

25 years sales management experience East and Midwest with one of the nation's largest cereals, flour, feed and dog food manufacturers. Have excellent connections with wholesale grocers, chains and brokers and also government purchasing offices. Demonstrative selling is my specialty. Now employed. High class references. In vigorous health at age 50 and have an ambition to help small company grow big. Present salary \$18,000 but will consider less with stock participation. Reply Box 2758, Sales Management, 386 Fourth Ave., New York 16, N. Y.

Excellent opening for **SALES ENGINEER** experienced in power transmission field. With leading manufacturer of roller and silent chain drives, clutches, and couplings. Write, giving complete background, experience, etc. Replies held in strictest confidence. Morse Chain Company, Dept. H, 7601 Central Ave., Detroit 8, Michigan.

Rare avis

We know a man with a natural-born flair for salesmanship—a conscientious, energetic, persistent young man of proved integrity and loyalty with a splendid record of performance.

No matter what tangible product you make—this lad, given reasonable acclimation time, will be a startling shot-in-the-arm for sales in the N. Y. area.

In these days of "the world owes me a living" attitude, you can look a long time before you'll find sales timber of his caliber.

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386 Fourth Ave., New York 16, N. Y.

Excellent opening for **DISTRIBUTOR CONTACT MAN** experienced in power transmission sales field. With leading manufacturer of roller and silent chain drives, clutches and couplings. Previous distributor sales experience desirable. Write, giving complete background, experience, etc. Replies held in strictest confidence. Morse Chain Company, Dept. H, 7601 Central Ave., Detroit 8, Michigan.

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1951 Petroleum Refiner Market:

According to the findings of a study made by *Petroleum Refiner*, dollar-wise, refinery equipment purchases in 1951 will outstrip the annual average purchases for the past five years. The domestic industry will spend an estimated \$880,000,000, a figure which includes new construction, operation, maintenance and supplies. The study tells what gas and oil processing plants buy, how equipment is bought, and identifies the various equipment buyers and specifiers by job titles. An insert envelope carries a current list of plant construction underway or planned, covering both U.S. and foreign plant construction and itemizing where most of the 1950 and long-range expenditures will be made. Write to Tom W. Nelson, Vice-President-Sales Manager, The Gulf Publishing Co., Post Office Box 2608, Houston 1, Tex.

Radio and Television Factuary:

Published by Executives' Radio-TV Service, it is a looseleaf bound, pocket-size summary of network radio and television, including detailed alphabetical listings of sponsored radio and video network programs, advertising agencies, sponsors and networks. It is sold on a subscription basis which includes periodic up-to-date revisions of all data. Write to James M. Boerst, Managing Editor, Executives' Radio-TV Service, 1889 Palmer Ave., Larchmont, N.Y.

Southern Farm Families Take

Vacations: A survey recently conducted among rural subscribers of *The Progressive Farmer* reveals that 66.6% take vacations. Taking advantage of seasonal lulls and a cash farm income averaging over \$8 billion for the past two years, these rural families are hitting the road more fre-

quently. Of more than 1,132,000 farm family subscribers in 14 southern states, every 350th name was polled: 66.6% took a vacation (86.2% traveling by car) and an average of 2.8 persons joined on each trip. More than 72% reported that they go fishing, 83.1% go hunting, 31.3% enjoy camping trips. More than 21% own pistols, 6.4% own big game rifles, 60% own .22 rifles, and 81% own shot guns. Write to Frank S. Green, Sales Promotion Manager, *The Progressive Farmer*, Birmingham 2, Ala.

If You Want to Sell the Hotel

Market: *Hotel Management* tells the inside story in a 16-page, two-color brochure. It takes you behind the scenes in a typical hotel and presents a factual market report on the industry . . . shows how all departments function . . . details yearly food and equipment needs, and lists the individuals who are responsible for purchases. Write to Charles Endicott, Advertising Manager, Ahrens Publishing Co., 71 Vanderbilt Ave., New York 17, N.Y.

The Hand That Swings the Hammer Feeds the World:

A study of *Capper's Farmer* subscribers to find out how much construction and repair work they do: 83.6% do their outside maintenance painting; 83.5% repair farm machinery; 82.8% do their maintenance carpentry; 51.9% their own maintenance plumbing; 20% their own welding; 90.6% do rough carpentry on new buildings; 80.2% do concrete work on new buildings; 68.3% do the roofing on new buildings; 35.4% do finish carpentry on new buildings; 23.1% do sheet metal work on new buildings. Write to Victor Hawkins, Director of Research, Capper Publications, Inc., 912 Kansas Ave., Topeka, Kan.

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| Agency: Arbingast, Becht & Associates | |
| Philadelphia Evening Bulletin | 34 |
| Agency: N. W. Ayer & Son, Inc. | |
| Pittsburgh Sun-Telegraph | 72-73 |
| Agency: G. Norman Burk, Inc. | |
| Portland (Me.) Herald-Express & Sunday Telegram | 85, 97 |
| Practical Builder | 29 |
| Agency: Hal Stebbins, Inc. | |
| Progressive Farmer | 14 |
| Agency: Albert Sidney Noble | |
| Raleigh News & Observer | 50 |
| Agency: Harvey-Massengale Co., Inc. | |
| Ranch & Farm News | 92 |
| Agency: Glenn Advertising, Inc. | |

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| Salem Evening News | 97 |
| Sales Tools | 60 |
| Agency: Geo. F. Koehnke, Inc. | |
| Salisbury Post | 98 |
| Agency: The J. Carson Brantley Advertising Agency | |
| San Diego Union & Evening Tribune | 69 |
| Agency: Barnes, Chase Company | |
| San Francisco Call-Bulletin | 19 |
| Sawyer's Inc. | 60 |
| Agency: Carvel Nelson & Powell Advertising Agency | |
| Sioux City Journal & Tribune | 95 |
| State Teachers Magazine | 89 |
| Agency: M. Glenn Miller, Advertising | |
| Successful Farming | 3rd Cover |
| Agency: L. E. McGivena & Co., Inc. | |
| Tacoma News Tribune | 95 |
| Agency: The Condon Company, Inc. | |
| J. Walter Thompson | 9 |
| Toledo Blade | 79 |
| Agency: Charles F. Dowd, Inc. | |
| Transportation Supply News | 89 |
| Agency: Torkel Gundel Advertising | |
| U. S. News & World Report | 16-17 |
| Agency: The Caples Company | |
| U.S. Savings Bonds | 59 |
| WBNS (Columbus) | 61 |
| Agency: R. W. Knopf & Co. | |
| WHBF (Rock Island) | 50 |
| Agency: Mace Advertising Agency, Inc. | |
| WIOD (Miami) | 90 |
| Agency: Robert E. Clarke & Associates, Inc. | |
| Wall Street Journal | 64 |
| Agency: Bozell & Jacobs, Inc. | |
| Washington Times Herald | 75 |
| Winston-Salem Journal & Sentinel | 99 |
| Agency: Bennett Advertising Inc. | |
| Woonsocket Call | 100 |
| Agency: Gordon Schonfarber & Associates, Inc. | |
| Worcester Telegram-Gazette | 66 |
| Agency: C. Jerry Spaulding Inc. | |
| Young & Rubicam | 12-13 |

ESTABLISHED

Mfg's Representative covering industrial concerns in Connecticut can ably handle one other line of merit.

Wm. H. Patton
83 Fairfield Ave.
Bridgeport 3, Conn.

COMMENT

WHERE SALESMEN FIT IN

On this page in recent issues we have talked about the role of advertising while military buying absorbs a steadily increasing amount of our national output. Now, the salesman, more than ever, has reason to wonder where he fits into the scheme of things.

When a salesman's friends throw little digs at him in a kidding way about having the soft life and fat pay because the customers are taking it away as fast as it comes out of the factory, what does he say?

Perhaps you've been ribbed, too, in the executive wash-room about taking one of those Washington jobs while the boys in the factory handle the real job.

A gentleman in Louisville, Ky., with 25 years of selling behind him, has some views on this subject that you might find useful yourself and to pass along to your salesman. He's Bruce A. Dean, general sales manager, Plywood Division, The Mengel Co. Let's quote him:

"Boom years for salesmen always seem easy to the man deep in the plant who is beleaguered to get out more stuff. They seem like a bonanza to the office man who knows the orders are in from that salesman's territory for months ahead. Everyone not knowing what it is like to be in the field in boom times selling his company and its products for not only today, tomorrow and for the years ahead thinks the salesman sits around on his you know what filling out big expense accounts and growing fat between the ears as well as in the middle.

"All this breeds a carefully hidden contempt among those in other branches of a company's service—borne of misguided jealousy—scrupulously hidden to be sure, and vehemently denied, of course, but invariably present when sales are easy. These unenlightened persons may even talk about finding things for the salesmen to do to keep them busy—quietly reflecting on the money the company could save by "canning" the salesman or cutting his take, little realizing what the true salesman goes through in a boom year.

"The real salesman, of course, in a maximum year is trying to make it as large as possible for his customers that they may prosper. He is trying to keep the good name of his company intact so he can get business for it when that's hard to obtain. He is cultivating customers for later use—he is using the golden hours when customers will listen to him to get his story across in the hope it will be remembered later. He is cultivating the soil of future business—seeding and reseeded it to be sure there will be a crop another year.

"These efforts are unspectacular—they don't show up in dramatic results. Volume can't go higher than the top and so there is no suitable measurement to record his accomplishment. These are the years when he digs deeper than the surface for he has the opportunity. He makes calls that don't result in an order today—the main reason being that he couldn't accept one if offered to him. So he makes his rounds—mends his fences—builds for the future—and only can report progress to the home office.

"Believe me, this is the hardest kind of work for a true salesman, I know. It's the frustrating, unrequited, immediately unproductive work that winds up in no thrill of tangible achievement and that drives a real salesman crazy. The knowing glances and off-hand remarks that are made cut deeply—they don't let the salesman feel important or even worthwhile. Only he knows the licks he got in for his company this week and only in the future—the remote future—will show the results and then probably no one will believe it was his work back there that's paying off later."

INDUSTRY'S RESPONSIBILITY

Du Mont has picked up one of the television industry's "hot potatoes." It's the dealer installation and service contract for which the set owner pays anywhere from \$20 to \$80 above the price of the set. In New York City and other areas the handling of service contracts has been a scandal. Some service concerns have gone bankrupt, leaving customers without service and with no way of recovering the fee they've paid.

Manufacturers can shrug off the matter with the view that they have no control over dealers so they have no responsibility to set buyers for installation and service. Du Mont has elected another course and one that should enhance its high standing with the TV public.

Du Mont dealers, from now on, will have to place service contract fees in escrow in banks to cover each contract customer.

"They [dealers] will have to give us notarized proof," states Ernest A. Marx, general manager of Du Mont's receiver division, "that they are maintaining the escrow accounts, and name the banks in which the accounts are maintained. Failure to do this will mean that their Du Mont authorization will be promptly rescinded."

This policy strikes us as being sound customer relations and the best of dealer relations.

We'd like to suggest that the TV industry make this practice standard and give TV set owners the protection to which they certainly are entitled.

LIFE UNDER CMP

CMP, a familiar World War II term, is coming back fast. It means, of course, the Controlled Materials Plan.

The people running the National Production Authority were hard at work laying the ground work for reviving the CMP idea even before the President set up the Office of Defense Mobilization with Charles E. Wilson in charge. There's no reason to believe that there will be any change in the thinking that by mid-year, or earlier, it will be necessary for Government to direct the flow of raw materials.

Under CMP it will be necessary for manufacturers to be prepared to furnish the Government with accurate records on materials inventory.

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